LEVEL INFINITE
BRAND GUIDELINES

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1 BRAND INTRODUCTION

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1.01 BRAND STORY

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DON'T JUST PLAY THE SAME OLD GAME
UNLOCK A WHOLE NEW MODE

THAT CHANGES EVERY GAME
AND REACHES EVERY PLAYER

A NEW WAY OF PLAYING

UNIVERSAL
OPEN
INFINITE

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BRAND VISION

CREATE A NEW LEVEL OF INFINITE POSSIBILITIES

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BRAND MISSION

To deliver the best gaming experience to global gamers through partnership with top quality developers and studios empowered by unparalleled technological, R&D and publishing resources and expertise.

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BRAND VALUES

FOR GAMERS

A mark of high quality
and innovation.

Set the expectations of
experiencing infinite possibilities.

FOR INDUSTRY

Empowering developers and
studios to unlock their true
potential and engage gaming
audiences worldwide.

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A NEW LEVEL OF INFINITE POSSIBILITIES

LEVEL INFINITE

LEVEL	INFINITE
Roots in the world of gaming	Universal and open
Taking it to the next level	Endless possibilities
Setting the benchmark	Brings a sense of escapism

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1.02 LOGO DESIGN CONCEPT

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LOGO LOGIC

The Level Infinite logo is a graphic representation of our name.

L + ∞ + L^{∞} =

MONOGRAM

A solid platform

INFINITY SYMBOL

A universal symbol

IN COMBINATION

To the power of

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CORE LOGO

The logo is a dynamic infinity symbol that wraps around a unique word mark.

The color change helps distinguish the different parts and tell our story. The white ‘L’ in the symbol refers back to the white wordmark and transitions to purple as it forms the infinity symbol.

This transition of color tells a story of crossing over and escaping to another world.

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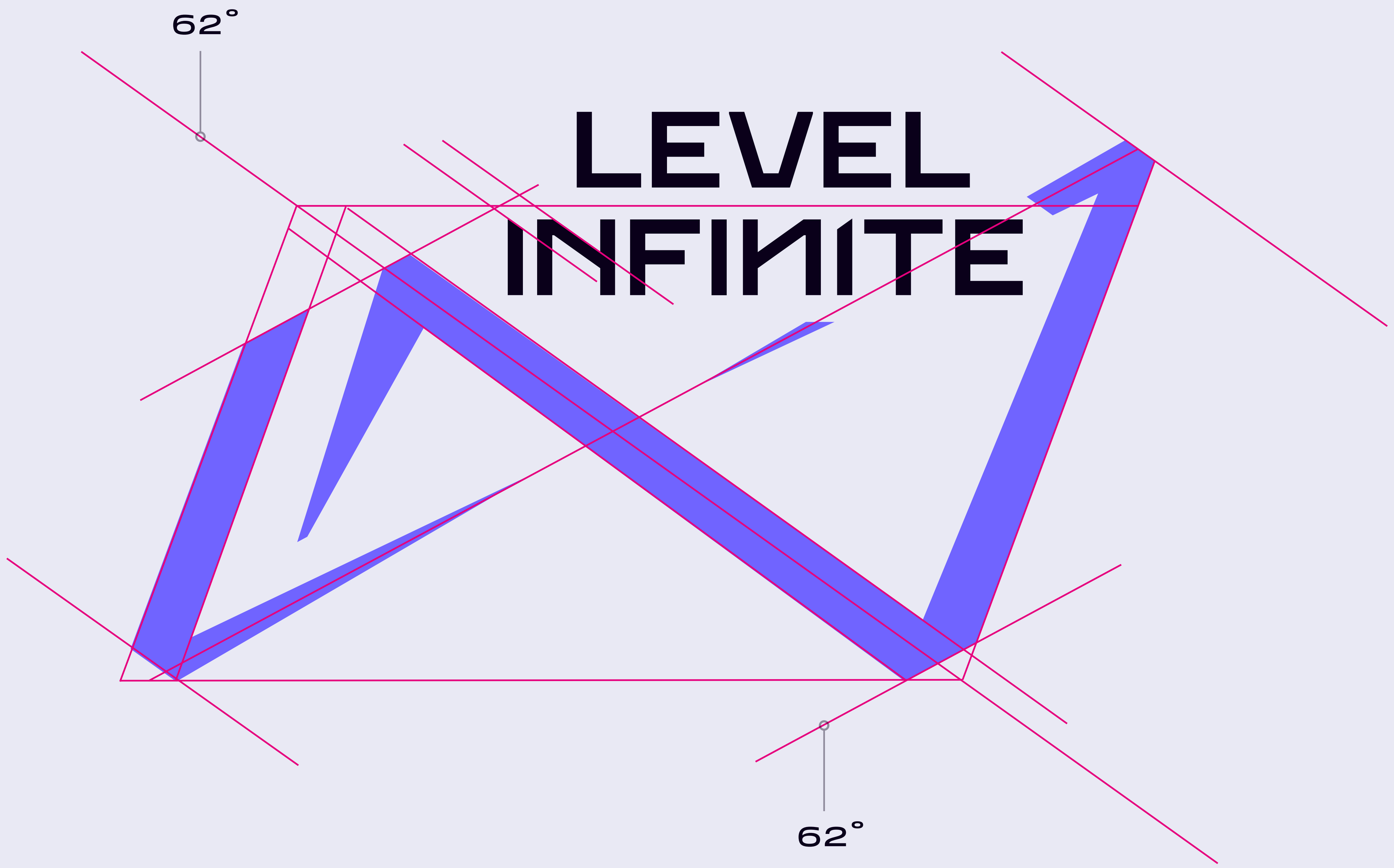
LOGO DESIGN CONCEPT

The logo is built to look dynamic and anchored in the world of gaming.

It is asymmetric, built on a 62° angle and feels multi-dimensional.



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2 LOGO AND SPECIFICATIONS

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2.01 LOGO ELEMENTS

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CORE LOGO

This is our primary logo. It always appears in two colors on a dark background.

The logo colors are Pure White and Infinite Sky on a Deep Space background.

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SYMBOL

This is our primary symbol. It always appears in two colors on a dark background.

It is used when branding can be more abstract or for small scale applications where the word mark would not be legible.

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CLEAR SPACE AND MINIMUM SIZE

To make sure our logo and symbol always look its best, we have defined a clear space when positioned next to other elements as well as minimum sizes for print and digital.

The clear space is equal to 1/4 of the length of the overall logo or symbol.

The core logo has a minimum size use of 45px high for digital, and 5 mm high for print. If the use required for the logo is smaller than this, then revert to symbol or word mark use only.

The symbol has a minimum size of 25px high for digital and 5 mm high for print.

CORE LOGO

Minimum size

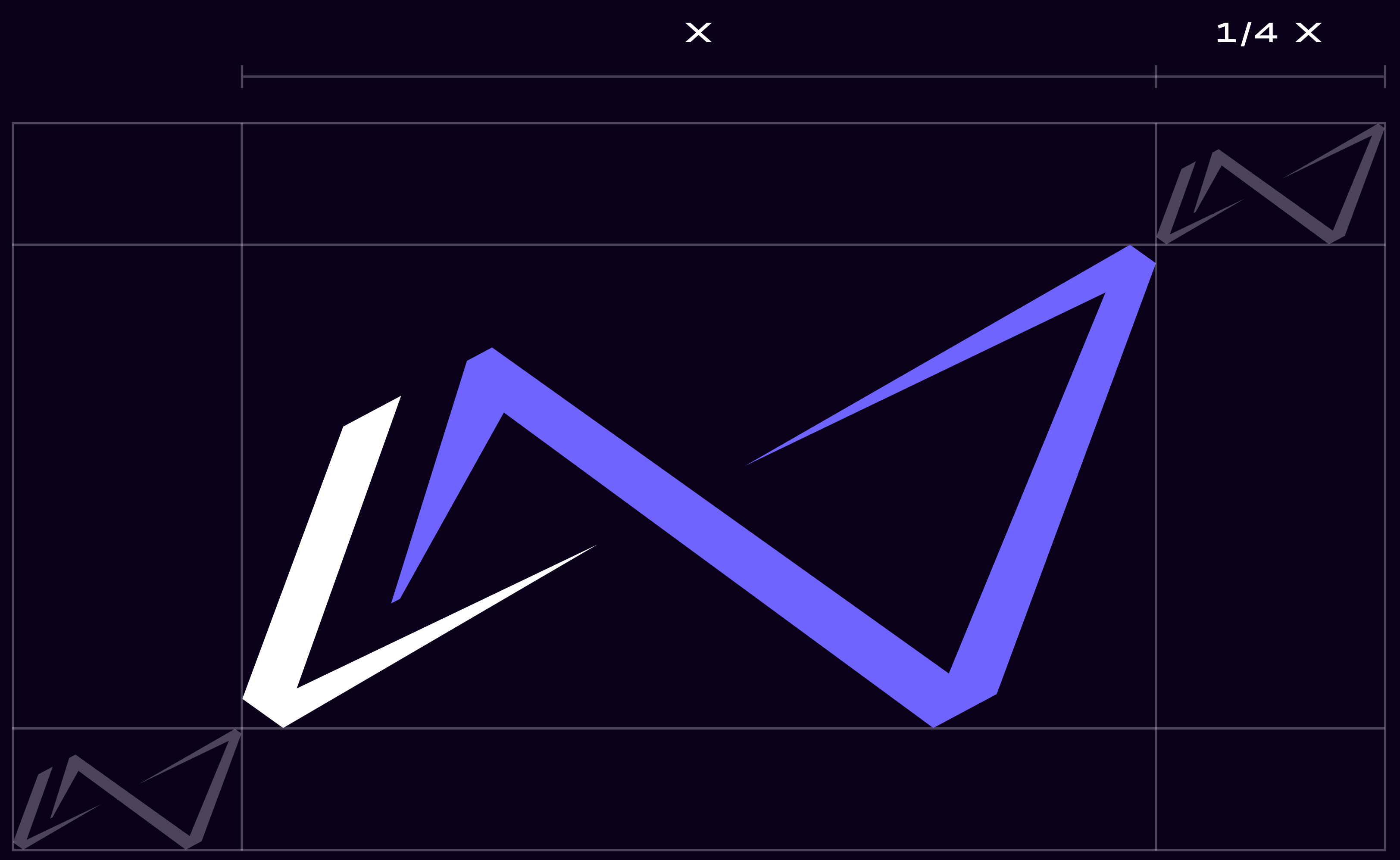
A

Print A = 5mm

Screen A = 45px

For smaller uses revert to symbol only

SYMBOL



Minimum size

A

Print A = 5mm

Screen A = 25px

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2.02 LOGO COLORWAYS

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CORE LOGO AND BACKGROUND COLOR

When using the core logo it's important to pair the correct logo with the correct background color in order to maximize legibility and build strong brand recognition.

The primary logo is always on a dark background. The secondary is always on light backgrounds.

For instances where color is not applicable, monochromatic white or monochromatic black is allowed for dark and light backgrounds.

PRIMARY LOGO (FULL COLOR)

Background:Dark

SECONDARY LOGO

Background:Light

Monochromatic Logos (white/black)

Background:Dark

Background:Light

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2.03 APP ICON GUIDELINE

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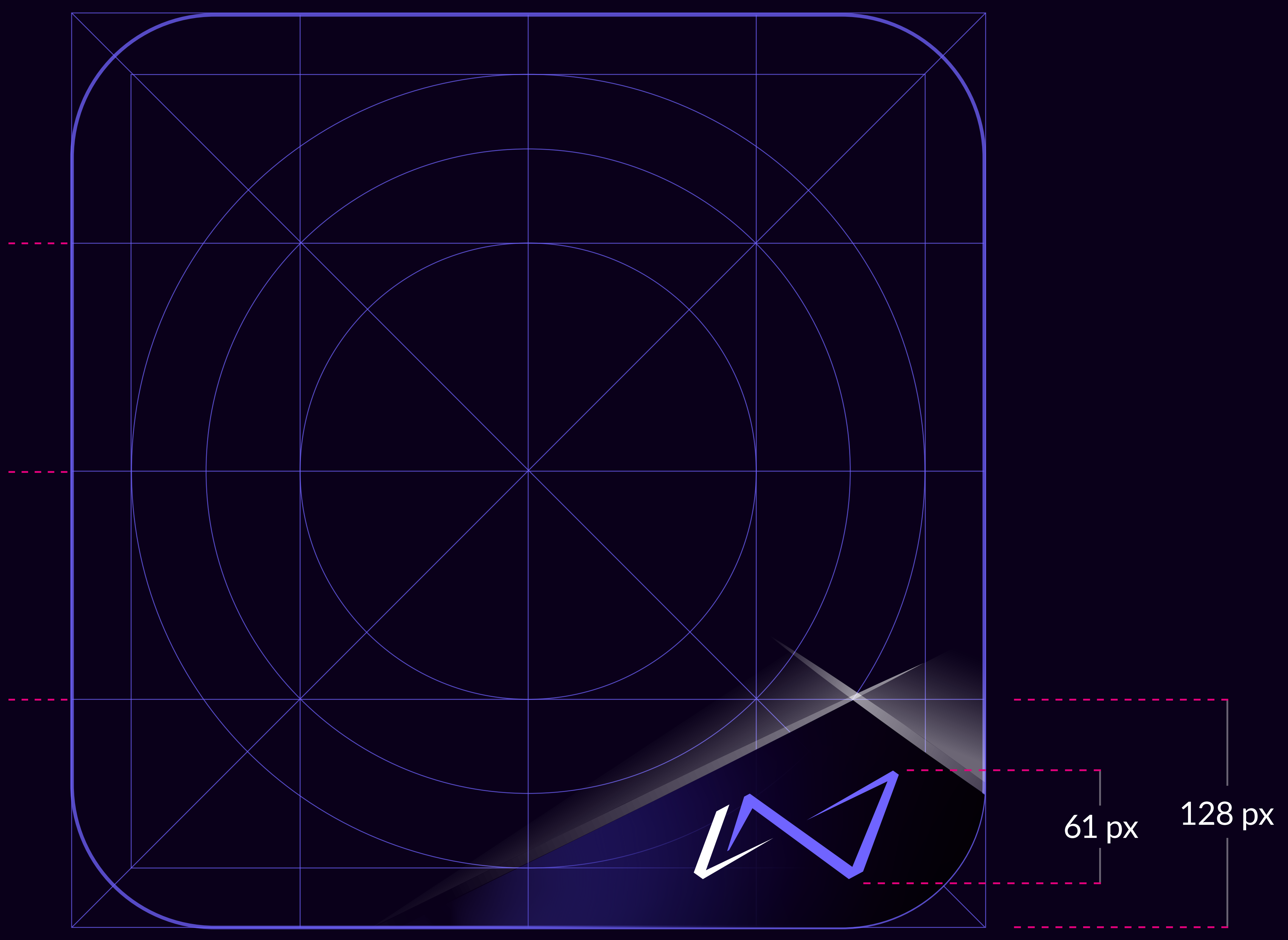
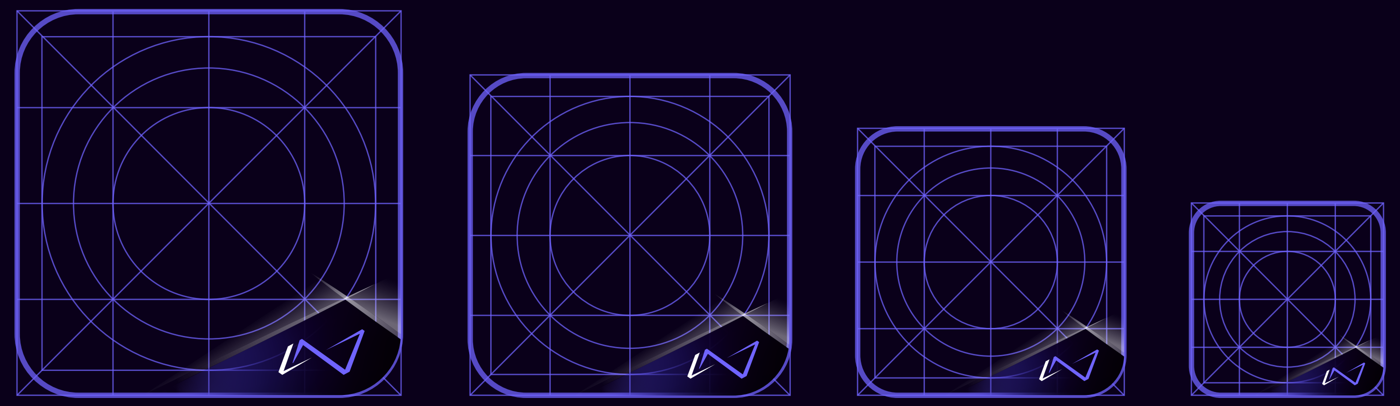
DARK LOGO ON IOS APP

This is the primary use of the app icon using the primary symbol and works with a wide range of IP images in the background.

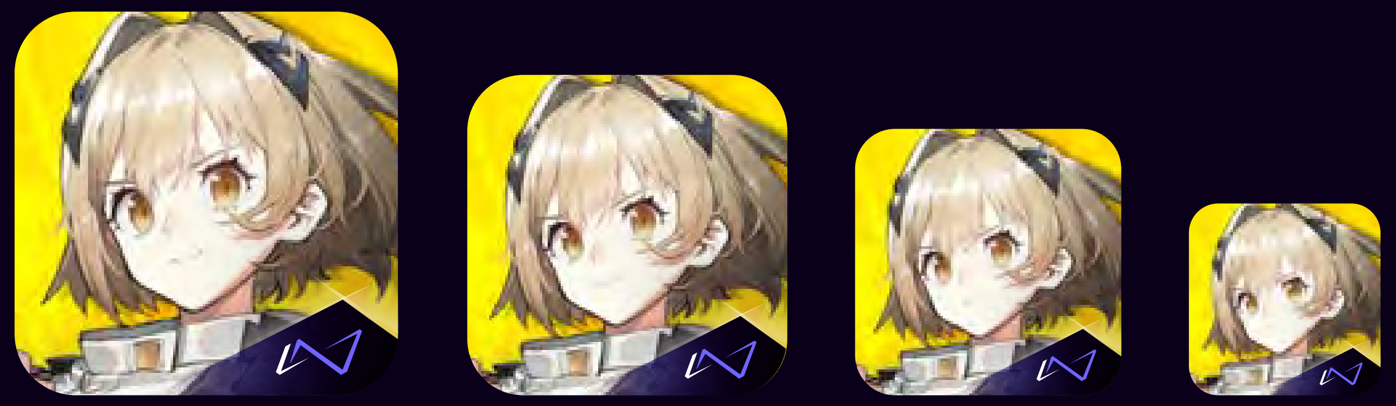
512PX



512PX



144PX **120PX** **100PX** **72PX**



144PX **120PX** **100PX** **72PX**

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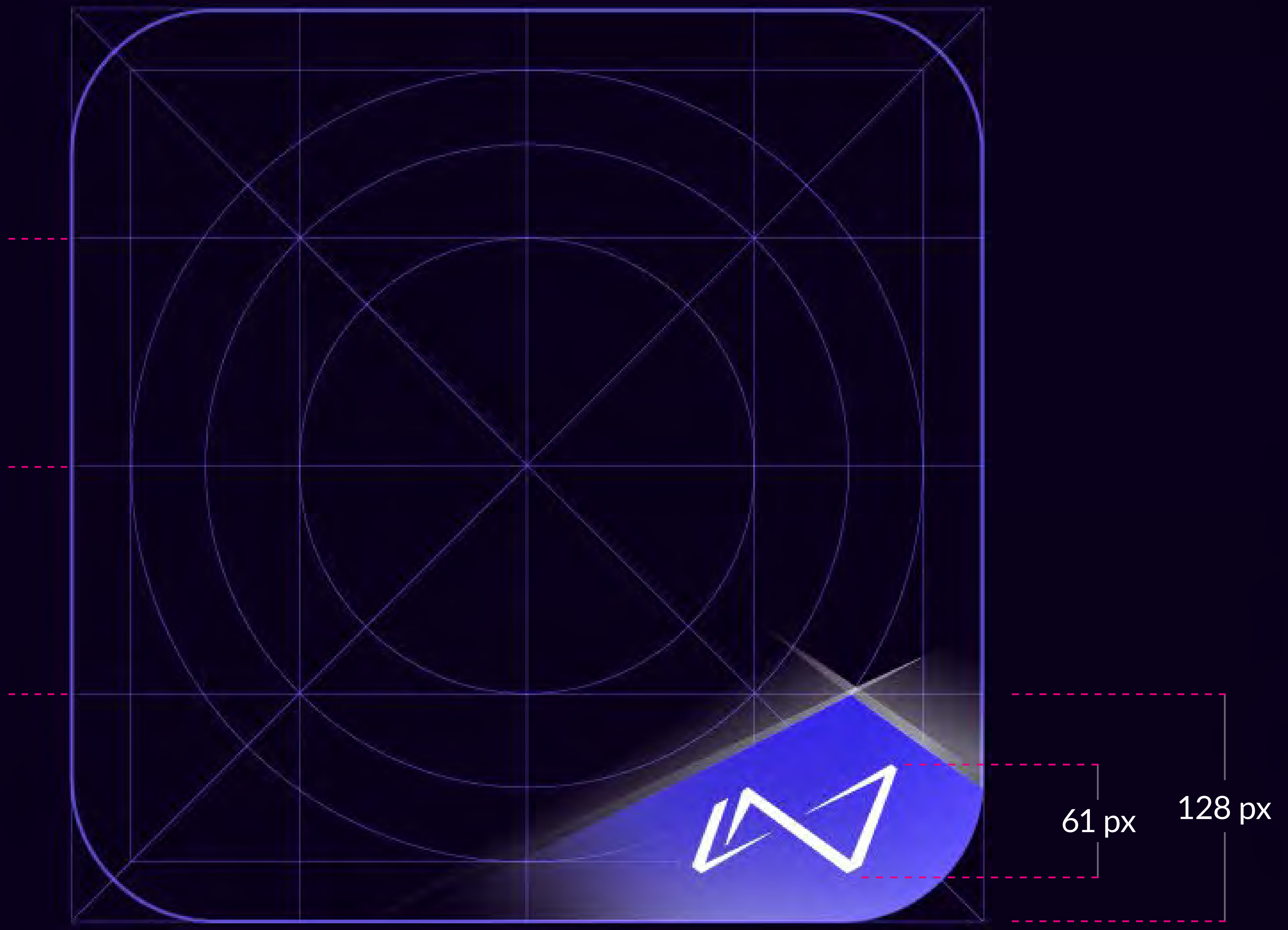
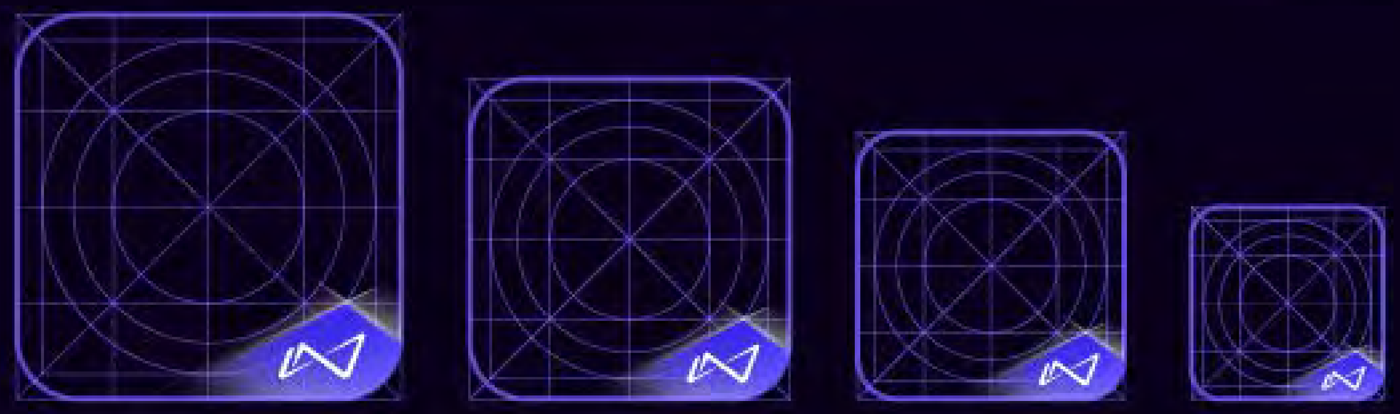
LIGHT LOGO
ON IOS APP
ONE COLOR SYMBOL

In some cases it may feel appropriate to use more of the hero color – and therefore this variant may be chosen.

If you wish to use this variant please seek approval from the Level Infinite brand team.

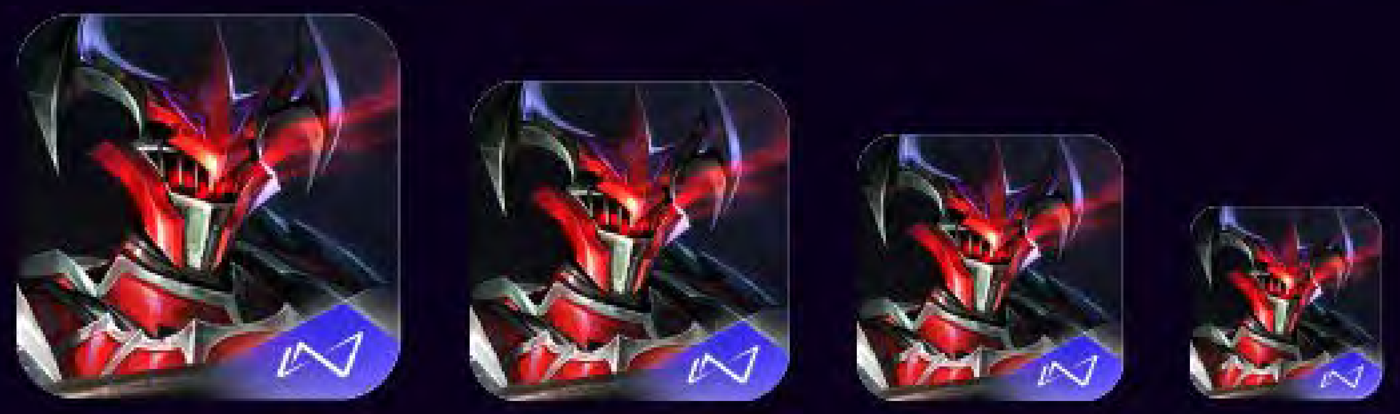
512PX





144PX 120PX 100PX 72PX

512PX



144PX 120PX 100PX 72PX

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IOS APP EXAMPLES

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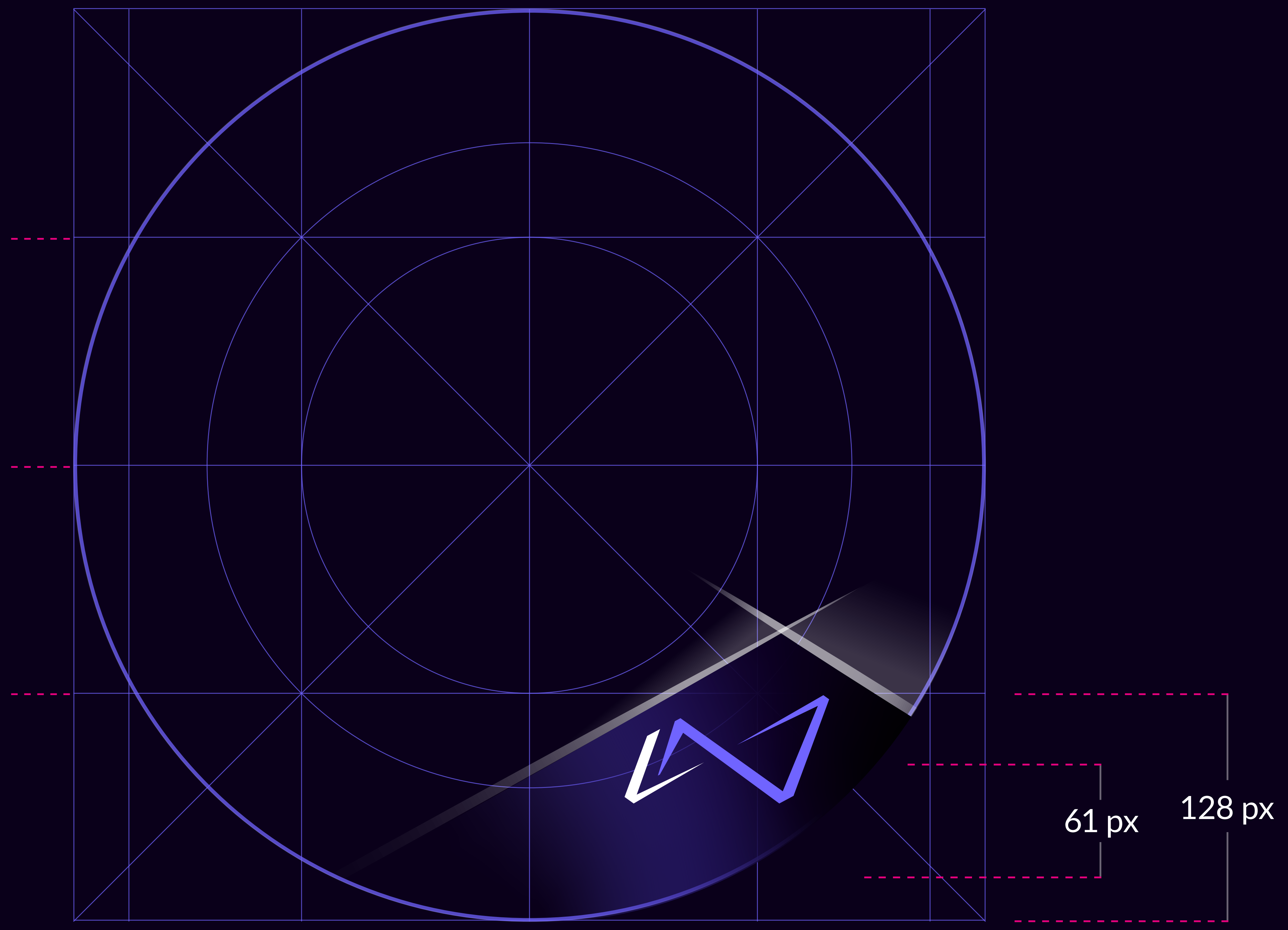
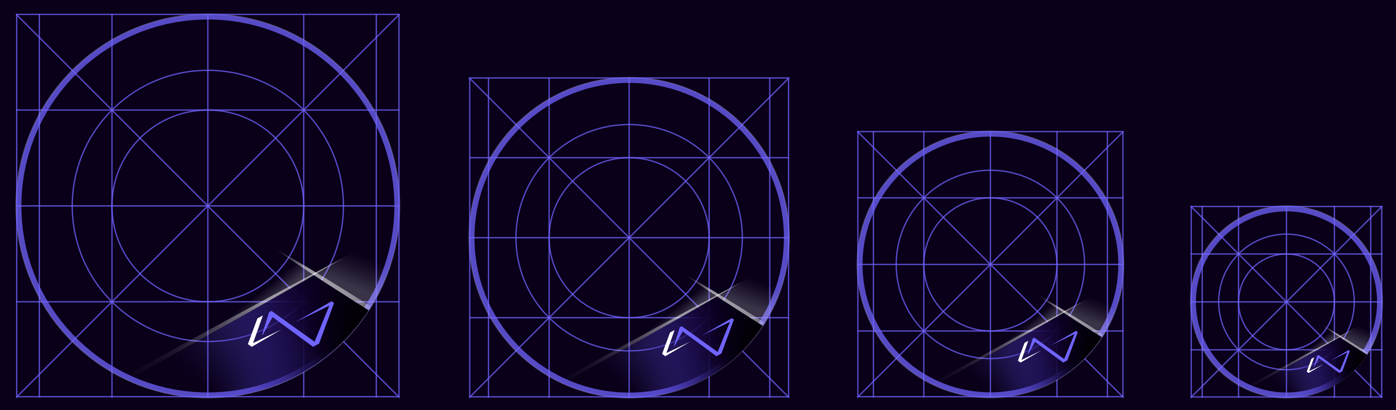
DARK LOGO ON ANDROID APP

This is the preferred variant of our App Icon working successfully in conjunction with the majority of IP imagery types.

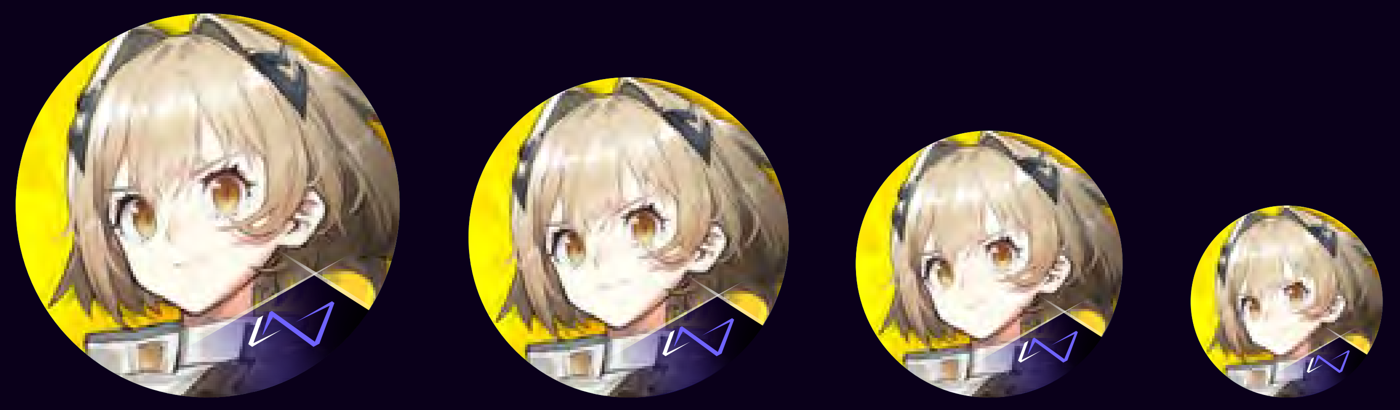
512PX



512PX



144PX 120PX 100PX 72PX



144PX 120PX 100PX 72PX

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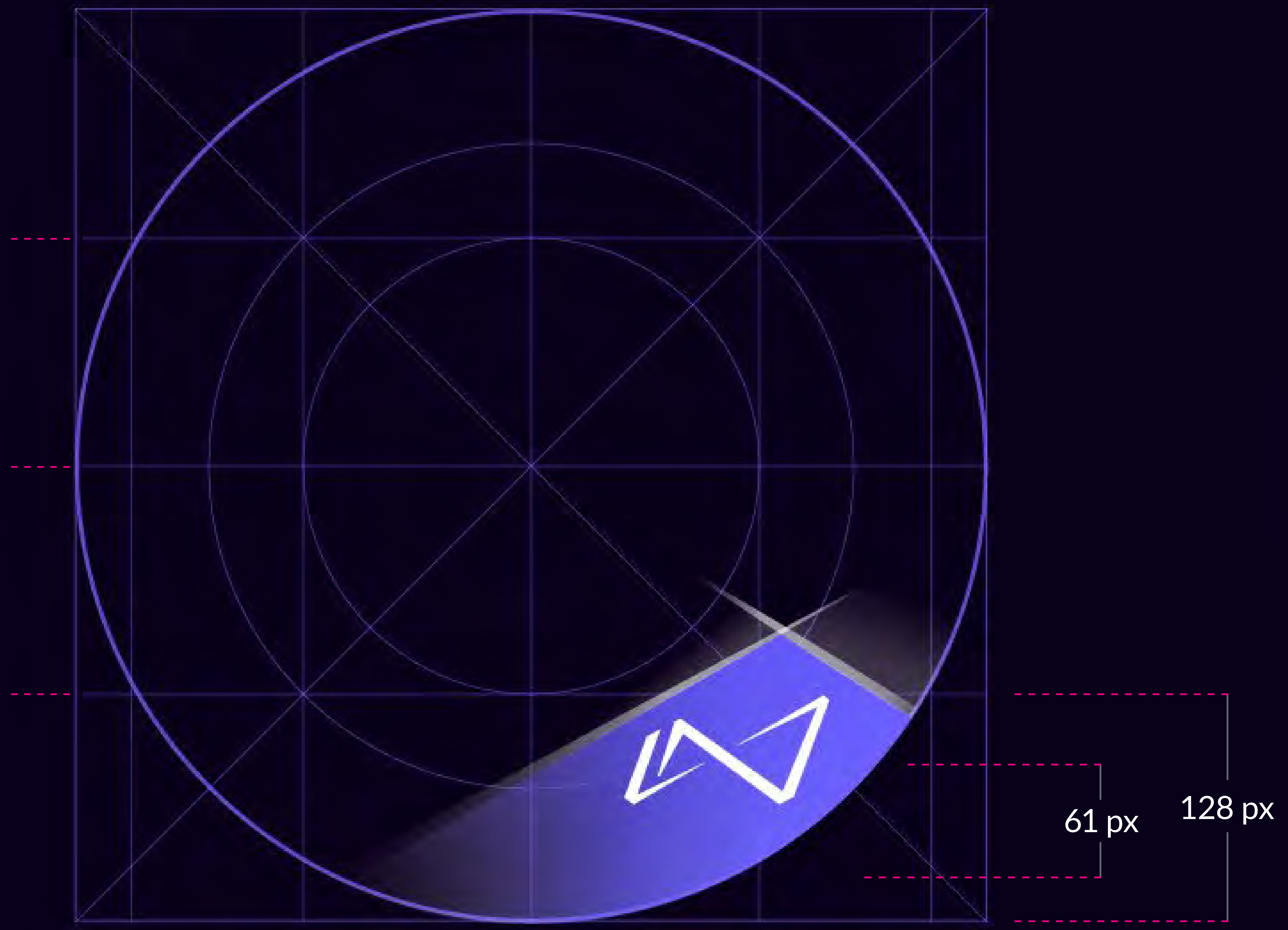
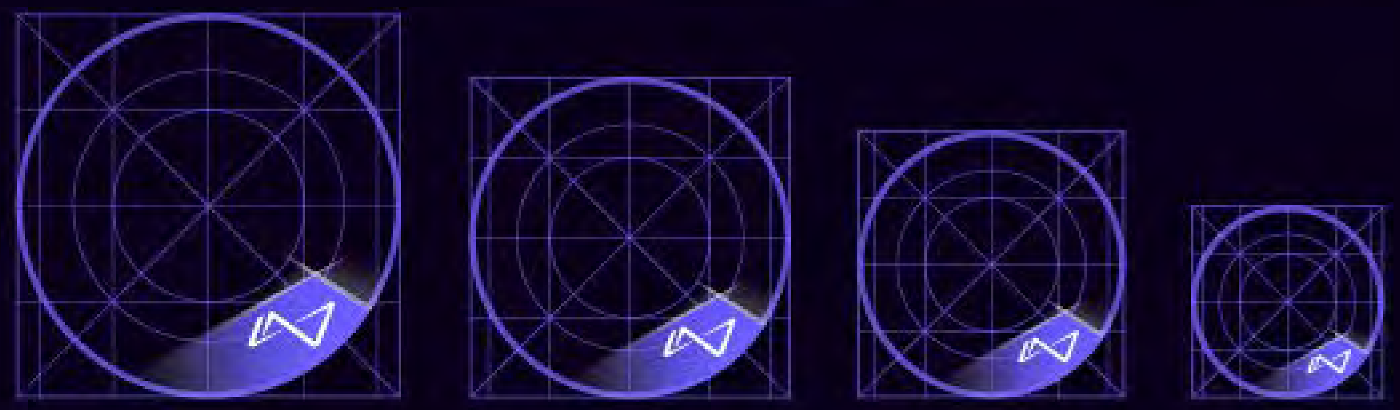
LIGHT LOGO
ON ANDROID APP
ONE COLOR SYMBOL

If you wish to use this variant please seek approval from the Level Infinite brand team.

512PX





144PX 120PX 100PX 72PX

512PX

144PX 120PX 100PX 72PX

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ANDROID APP EXAMPLES

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2.04 STATIC LOGO USE GUIDELINE

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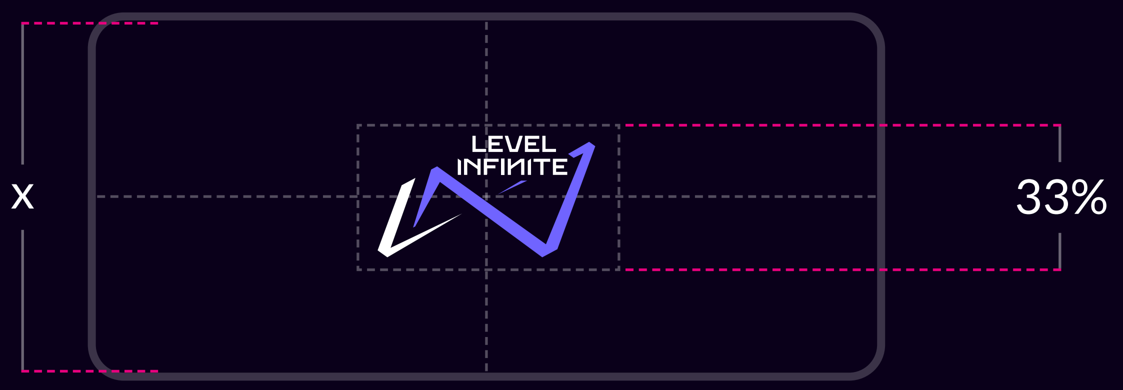
LOGO POSITION & SCALE CALCULATION

The static version of the logo can be used when the scenario does not support the use of the motion logo.

It's vital to ensure the Level Infinite logo displays optimally and most effectively across device sizes.

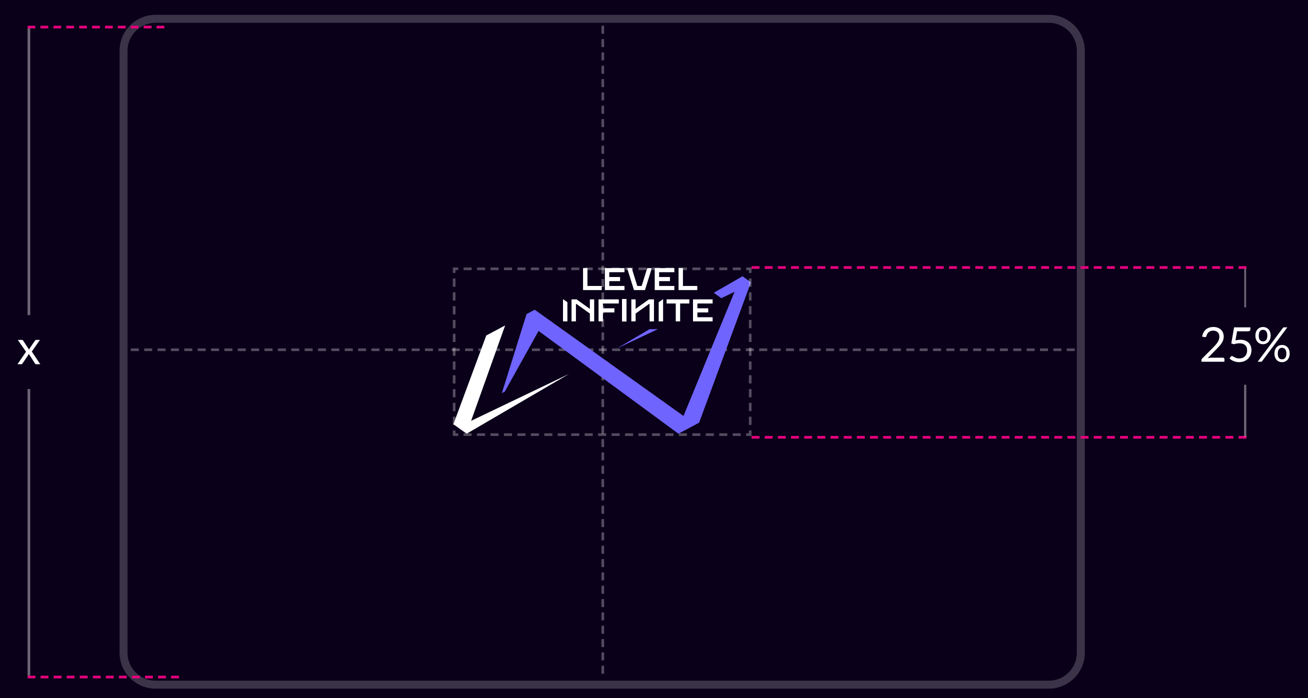
Please communicate with the Level Infinite brand team if you need to use the static version of the logo in the splash screen.

CENTER POSITION



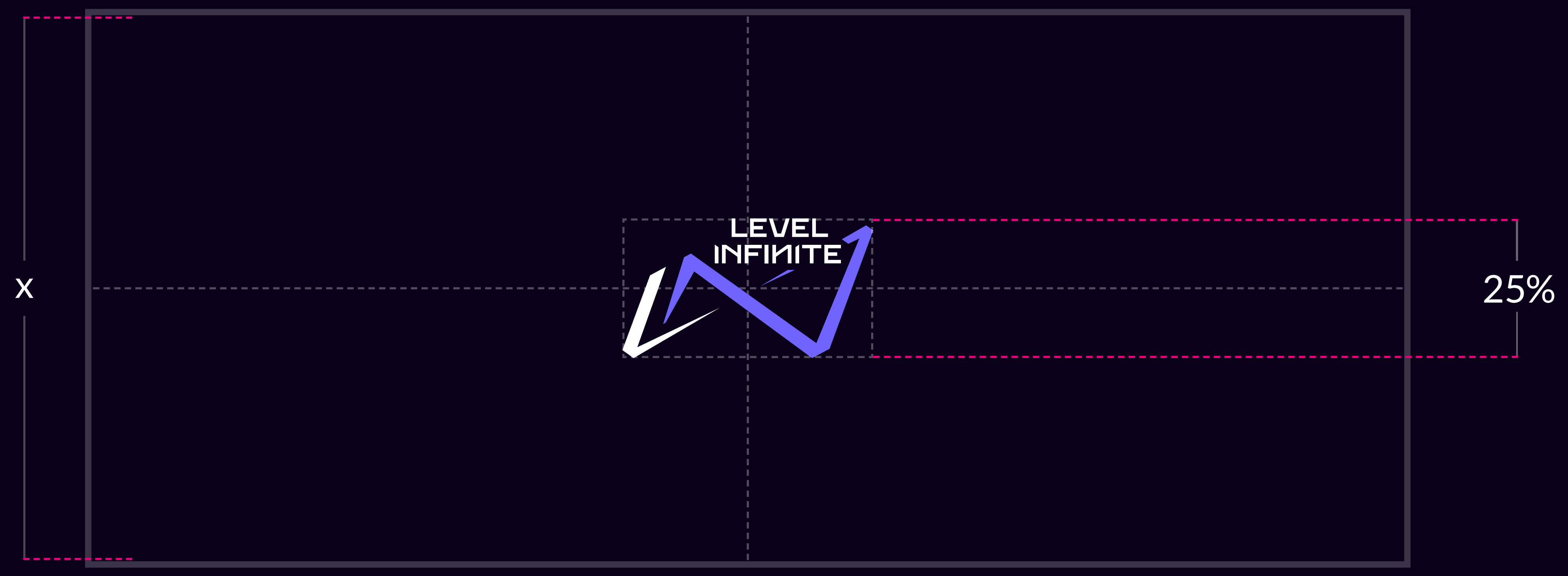
Mobile Phone Horizontal
33% of screen height = logo height

CENTER POSITION



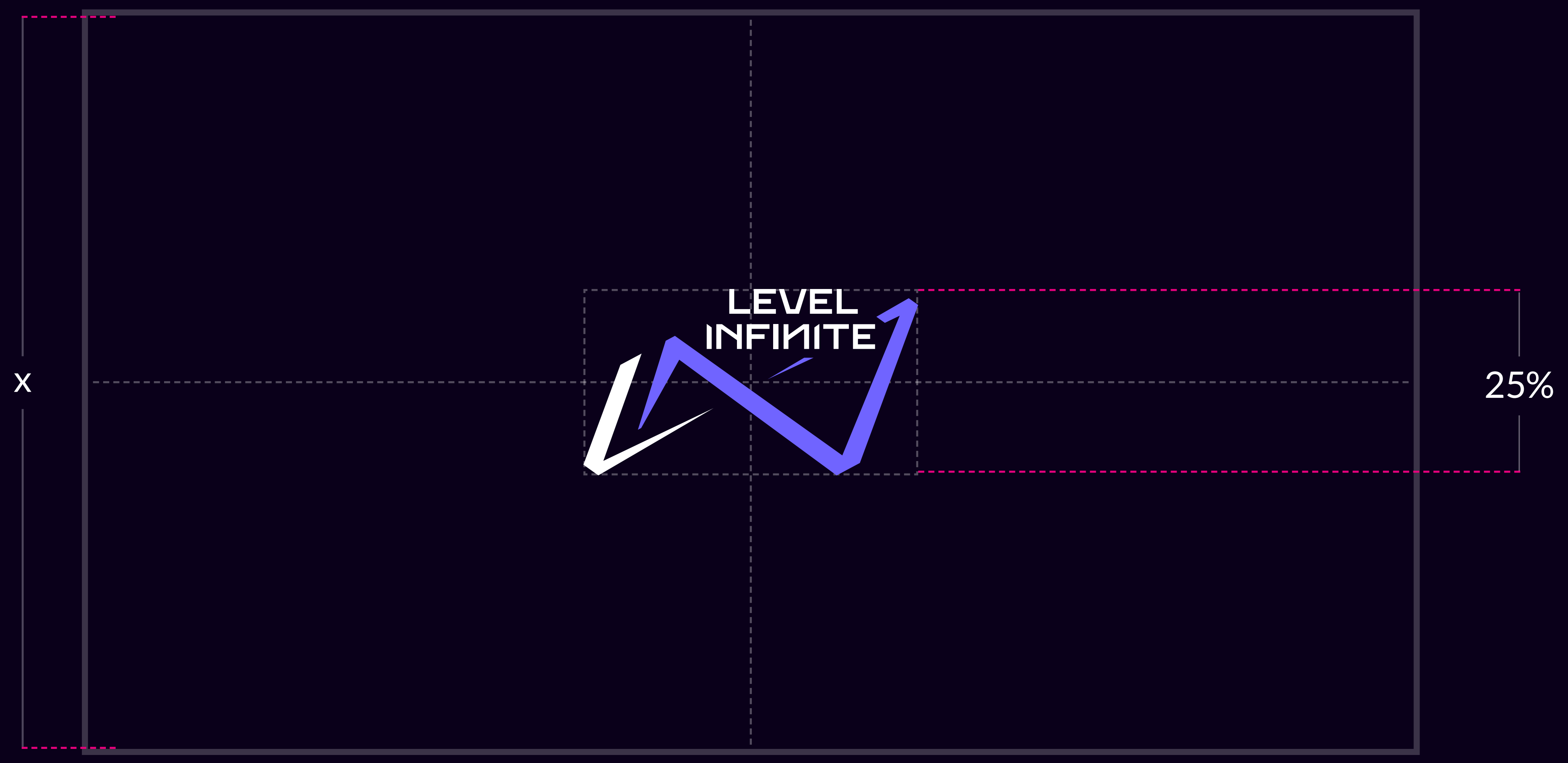
Tablet Horizontal
25% of screen height = logo height

CENTER POSITION



Gaming Monitor
25% of screen height = logo height

CENTER POSITION



TV
25% of screen height = logo height

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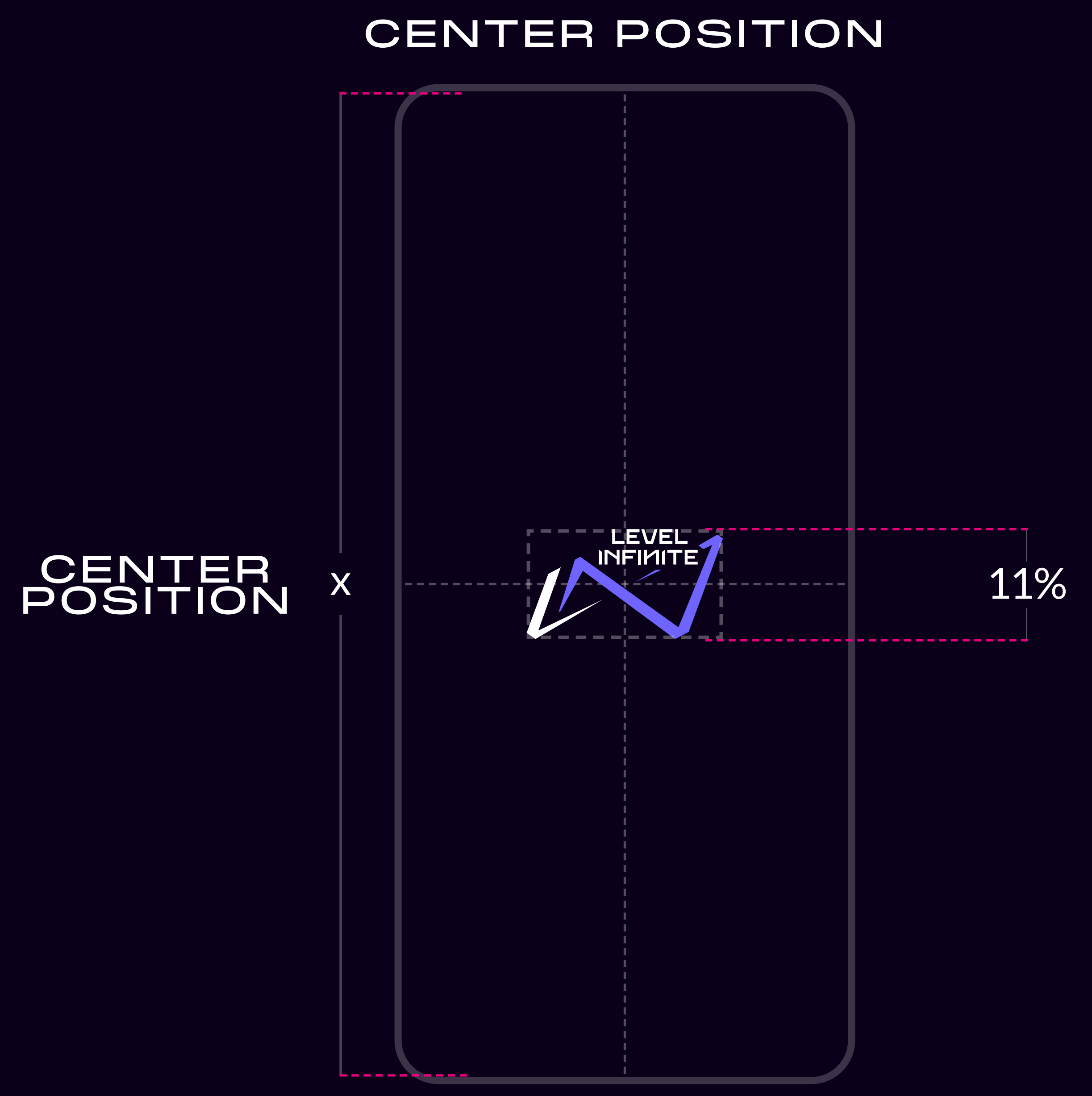
LOGO POSITION & SCALE CALCULATION

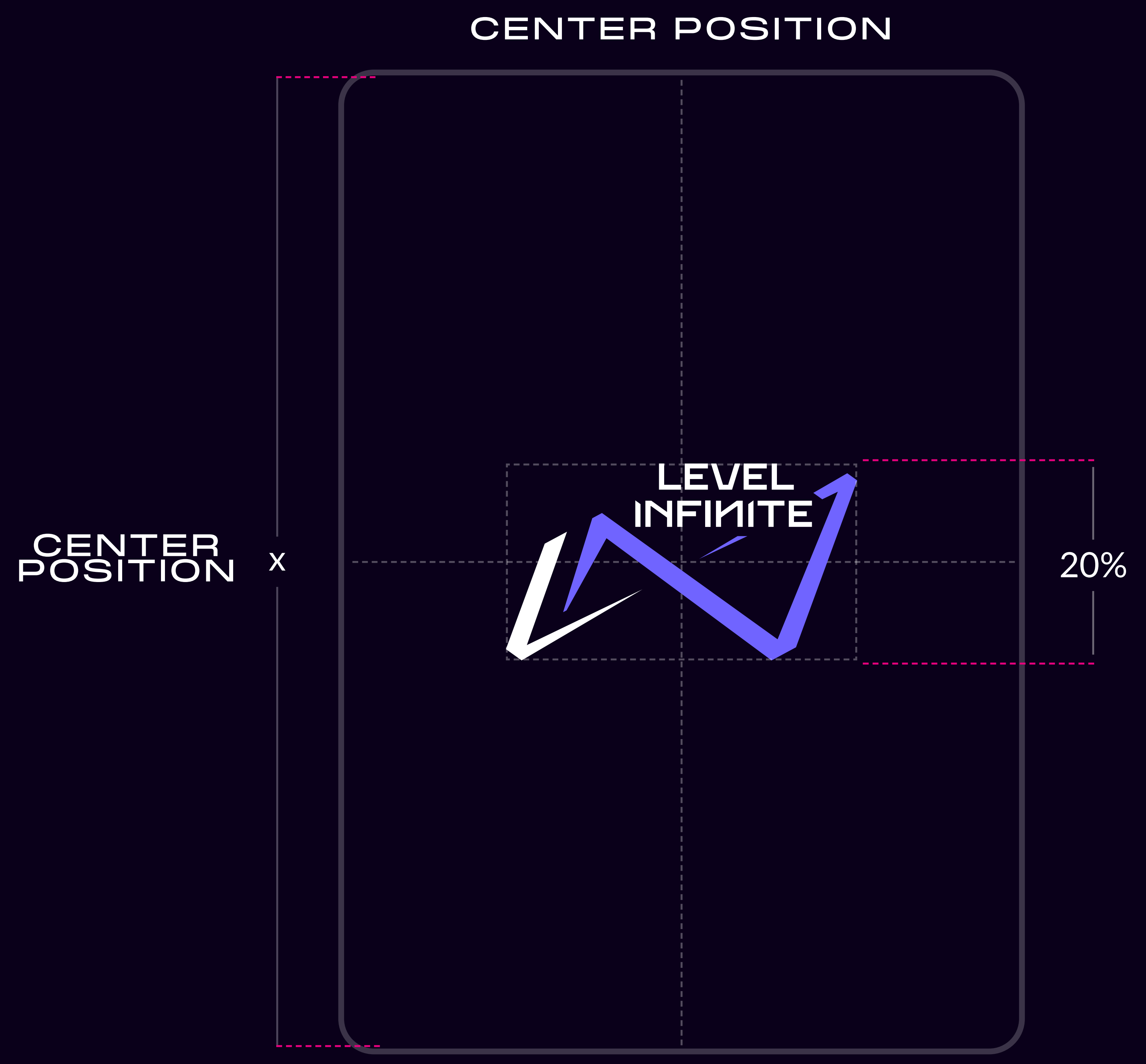
The static version of the logo can be used when the scenario does not support the use of the motion logo.

It's vital to ensure the Level Infinite logo displays optimally and most effectively across device sizes.

Please communicate with the Level Infinite brand team if you need to use the static version of the logo in the splash screen.



Mobile Vertical
11% of screen height = logo height



Tablet Vertical
20% of screen height = logo height

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2.05 FAVICON

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WEB PAGE FAVICON GUIDELINE

The favicon has been divided in 32px and 16px to adapt to different devices.

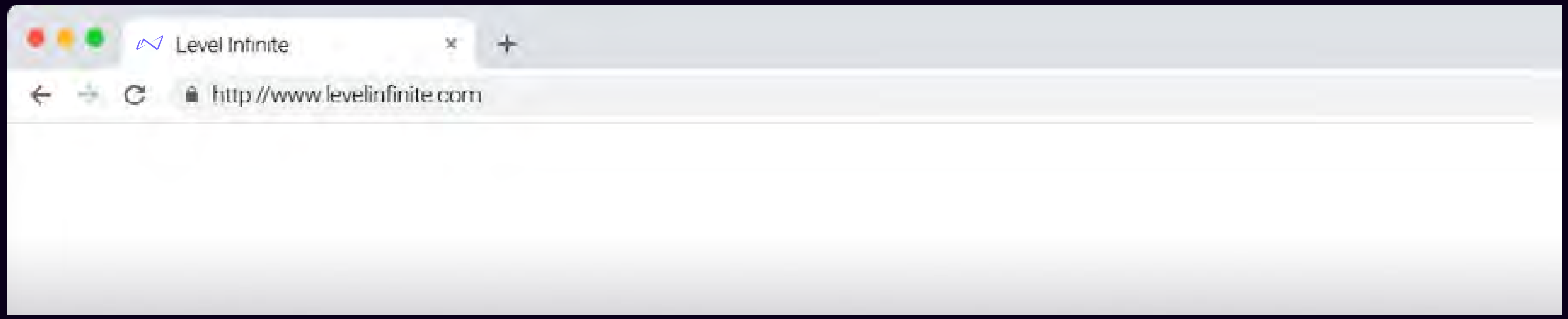
As a favicon, it can only be used for web pages and cannot be used elsewhere.

FAVICON

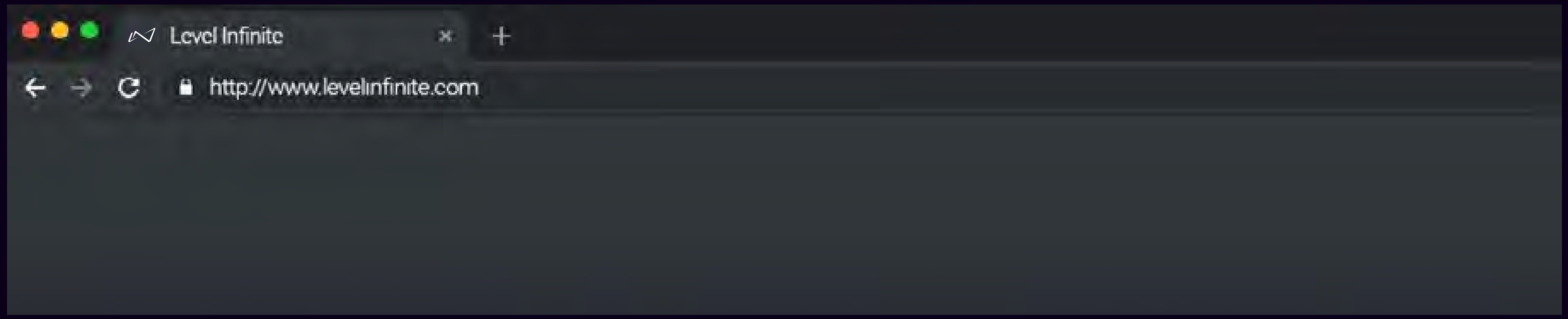
32px	16px	32px	16px

This configuration of the logo is only to be used for favicon and cannot be used elsewhere.

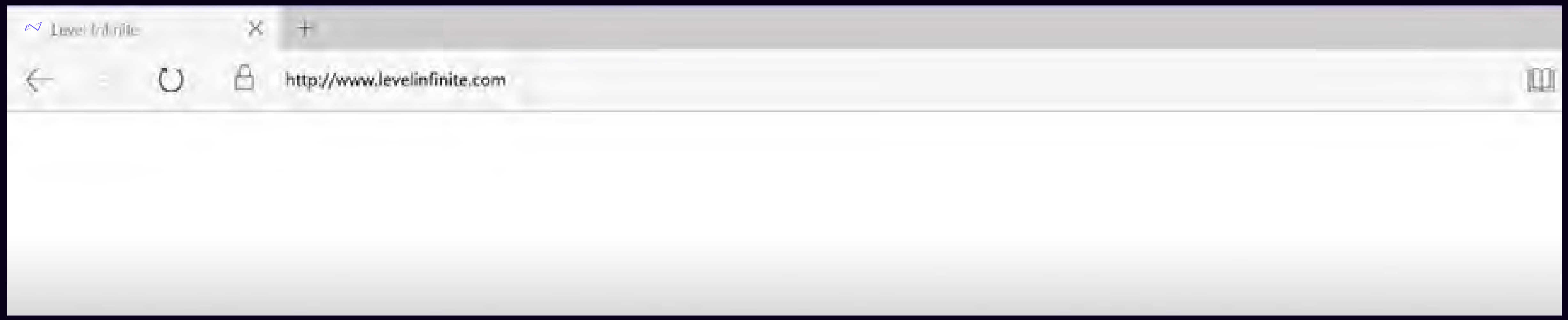
Mac / Google Chrome / Light version



Mac / Google Chrome / Dark version



PC / Edge / Light version



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2.06 LOGO PAIRING

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LOGO PAIRING

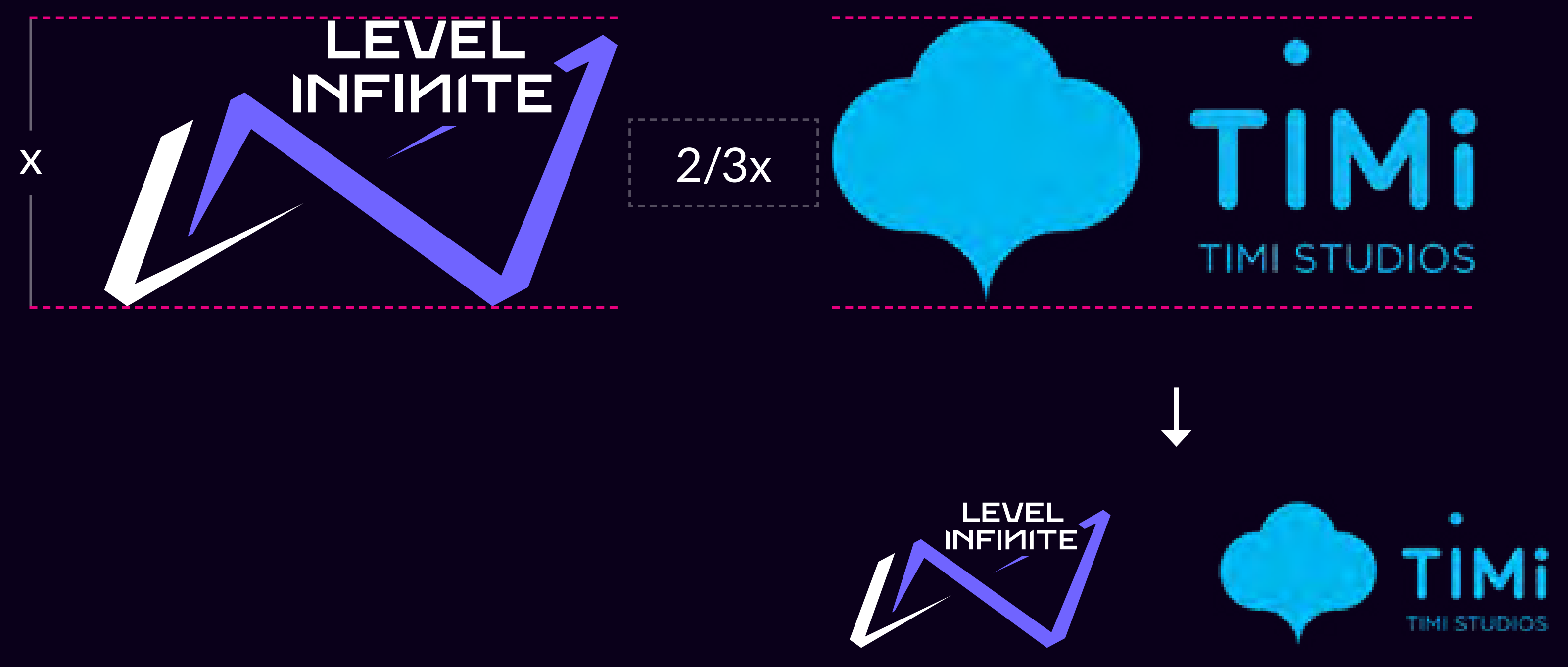
When placing the Level Infinite logo side-by-side with a studio's logo in a "lockup" format, each logo should be sized to be optically equal.

When placed horizontally, a studio's logo must match the height 'x'. When placed vertically, studio's logo must match the width of the Level Infinite logo.

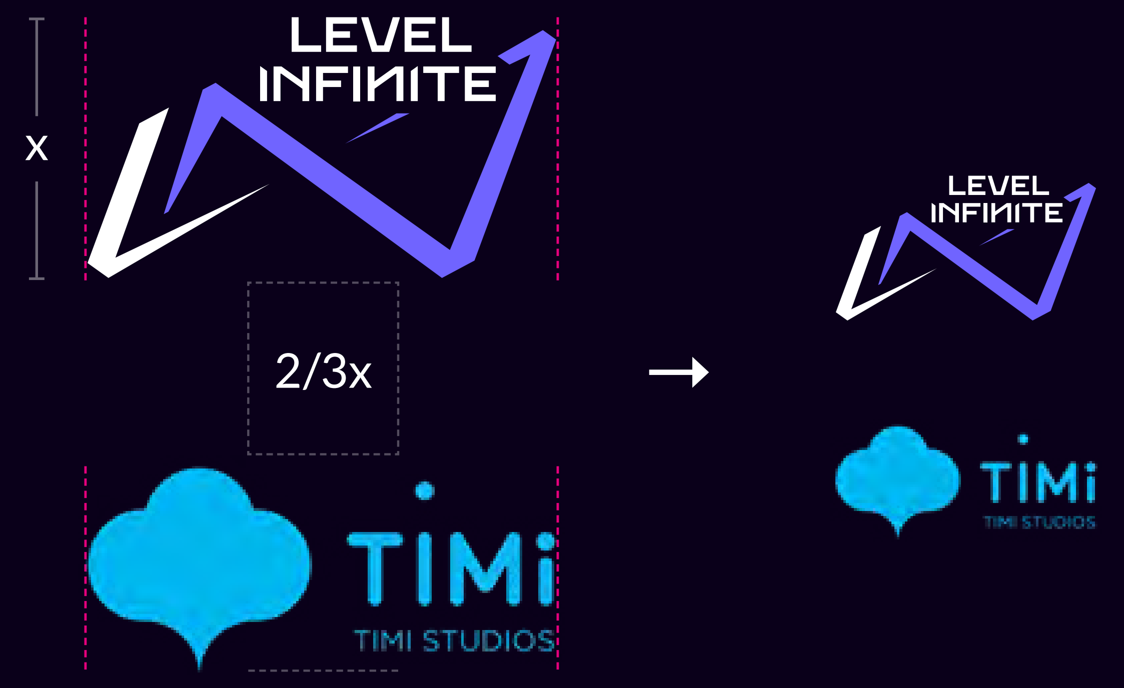
When side-by-side horizontally, a studio's logo must be placed to the right of the Level Infinite logo. The logos should be separated by a distance equal to 2/3 of the height of 'x'.

When stacked vertically, a studio's logo shall be placed under the Level Infinite logo. The logos should be separated by a distance equal to 2/3 of the height of x.

PLACED HORIZONTALLY



PLACED VERTICALLY



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2.07 PERMITTED USAGE OF LEVEL INFINITE LOGO

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PERMITTED USAGE OF LEVEL INFINITE LOGO

1. GAMES PUBLISHED BY LEVEL INFINITE:

The Level Infinite logo is mandatory in all marketing communications wherever a publisher logo is required.

(e.g. start-up splash screens, video trailers, key visuals, commercials, packaging, events, exhibitions, websites, all physical and digital marketing materials, etc.)

2. GAMES PARTICIPATING IN LEVEL INFINITE MARKETING OPPORTUNITIES

When a game participates in a Level Infinite marketing event (e.g., where Level Infinite sponsors the games' participation in a marketing event or otherwise has a joint marketing event with Level Infinite), the Level Infinite logo should be showcased in all marketing materials*, both digital and physical, as well in exhibition and events, in connection with such marketing event.

(*In specific instances where the studio logo is present, the Level Infinite logo should also be included (e.g., video trailers, key visuals, events, exhibitions, all physical and digital marketing materials, etc.)

Please substitute all instances where the Tencent Games brand and logo was present with the Level Infinite brand and logo.

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3 BRAND COLOR

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3.01 COLOR PALETTE

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LEAD BRAND COLOR

Infinite Sky is our lead brand color.

We use this color as an accent in order to draw the viewer's attention.

It enhances the brand's confident personality, and it appeals to different audiences. It helps us differentiate ourselves from our competition.

This works well with different styles of IP, leaving a lot of space for visuals and creates consistency between communications when not using IP.

INFINITE SKY

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LOGO COLOR PALETTE

Our full color palette complements and allows our primary color Infinite sky to stand out.

INFINITE SKY

PANTONE 2366 C
C 68 / M 65 / Y 0 / K 0
R 112 / G 100 / B 255
#7064FF

DEEP SPACE

PANTONE 5255 C
C 80 / M 71 / Y 0 / K 94
R 10 / G 0 / B 26
#0A001A

PUREWHITE

C 0 / M 0 / Y 0 / K 0
R 255 / G 255 / B 255
#FFFFFF

MOONDUST

C 6 / M 4 / Y 0 / K 0
R 233 / G 233 / B 244
#E9E9F4

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3.02 COLOR PROPORTION

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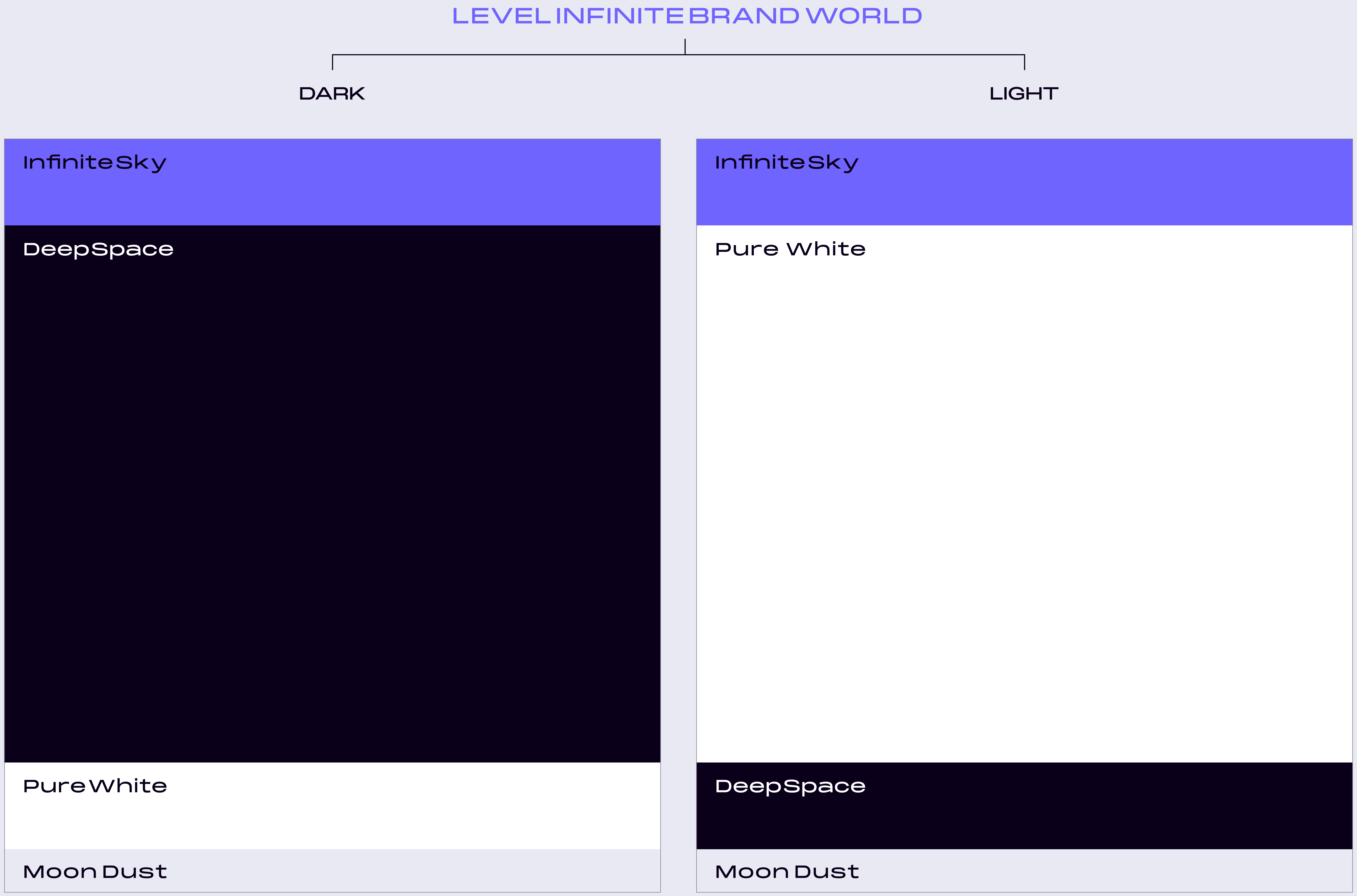
COLOR PROPORTION

The color palette can be used in two modes: dark and light.

Proportionally, Infinite Sky is always used as a highlight.



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4 TYPOGRAPHY

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OUR PRIMARY TYPEFACE

Our brand typeface is Monument Extended. Three weights bring flexibility and contrast to all our communications.

Monument Extended is used primarily for headlines, sub-headlines and short copy.

MONUMENT EXTENDED

BLACK REGULAR LIGHT

Monument Extended Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
@#$%&*()_+|:"<>?

Monument Extended Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
@#$%&*()_+|:"<>?

Monument Extended Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
@#$%&*()_+|:"<>?

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OUR SECONDARY TYPEFACE

Our secondary typeface is Lato Regular.
We only use it for body copy to maximize legibility.

LATO

Regular

Monument Extended Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789@#$%&*()_+|:”<>?

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TYPOGRAPHY HIERARCHY AND LEADING

Leading is set solid for headlines and sub-headlines. Headlines should have tight tracking for maximum impact.

For intros, sub-headings and details, leading should be set at multiples of 4 and tracking set at multiples of 10.

The body copy has a slightly more open leading and tracking to help with legibility.

All styles can be set centered or left aligned depending on usage and application requirements.

HEADLINE
Monument Extended Black
Font size: 64pt
Tracking: –20

A NEW
LEVEL

HEADLINE Line height
= font size x 1

SUB–HEADLINE
Monument Extended Light
Font size: 45pt
Tracking: 10

UNIVERSAL

INTRO
Monument Extended Regular
Font size: 24pt
Tracking: 20

Changes every game
and reaches every player

INTRO Line height
= font size x 1.5

SUBHEADING CAPS
Monument Extended Regular
Font size: 24pt
Tracking: 40

INFINITE

BODY COPY
Lato Regular
Font size: 18pt
Tracking: 10

Don't just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing – universal, open, infinite.

BODY COPY Line height
= font size x 1.33

UI BUTTONS
Monument Extended Regular
Font size: 12pt
Tracking: 0

BUY NOW

Learn more

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4.01 HEADLINE FONT

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Bold headlines are set in Monument Extended Black giving them maximum impact and standout.

Set them in all capital letters with tight letter spacing and leading to maximize their punchy style.

BE LOUD TO HYPE UP GAMERS

SIZE: 15PT
LEADING: 15PT
TRACKING: 10PT

DON'T JUST PLAY THE SAME OLD GAME

SIZE: 27PT
LEADING: 27PT
TRACKING: 10PT

DON'T JUST PLAY THE SAME OLD GAME

SIZE: 60PT
LEADING: 60PT
TRACKING: 0PT

DON'T JUST PLAY THE SAME OLD GAME

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4.02 SUB—HEADLINE FONT

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SUB–HEADLINE FONT

Sub-headlines are set in Monument Extended Light.

Set them in upper case to match our bold headline style.

BE PRECISE TO REPRESENT OUR TECH

SIZE: 15PT
LEADING: 15PT
TRACKING: 10PT

UNLOCK A WHOLE NEW MODE THAT CHANGES EVERY GAME AND REACHES EVERY PLAYER

SIZE: 27PT
LEADING: 27PT
TRACKING: 10PT

UNLOCK A WHOLE NEW MODE THAT CHANGES EVERY GAME

SIZE: 60PT
LEADING: 60PT
TRACKING: 10PT

UNLOCK A WHOLE NEW MODE THAT CHANGES EVERY

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4.03 INTRO AND BODY COPY

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INTRO AND BODY COPY

Intro texts and short paragraphs can be set in Monument Extended Light while longer body copy is set in Lato Regular.

Both use sentence case and are more widely tracked for optimum legibility.

SIZE: 82PT
LEADING: 90PT
TRACKING: 40PT

A new way of playing

SIZE: 14PT
LEADING: 18.6PT
TRACKING: 10PT

Don’t just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing - universal, open, infinite. Don’t just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing - universal, open, infinite.

SIZE: 18PT
LEADING: 24PT
TRACKING: 10PT

Don’t just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing – universal, open, infinite. Don’t just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing - universal, open, infinite.

SIZE: 18PT
LEADING: 31.5PT
TRACKING: 40PT

Don't just play the same old game. Unlock a whole new mode that changes every game and reaches every player. A new way of playing – universal, open, infinite.

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5 TONE OF VOICE

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5.01 TONE OF VOICE

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MULTI–SENSORY

We make games you can feel. Our brand reflects that.

Nothing is one dimensional, it's a multi–layered, sensory overload.

Don't just describe things as they appear.
Or use cliched language you've heard a million times.

Take the viewer somewhere that feels real and visceral.

No longer just pixels on a screen – but living, breathing worlds.

And miles away from passively clicking, you're now IN the action. Interacting with the environment, perfecting your reactions,

Feeling every step with every part of your body.

UNIVERSAL

Everything we do — is open to everyone.

Using technology to connect people — in a new kind of unlimited community.

The old language of games was about keeping people out. Using language only a few understood.

We think everyone should feel welcome.
So think bigger than games.

Tap into universal, fundamental human truths.

The need to express yourself.
To escape the everyday.
To be a part of something bigger.
To have fun.

And express it all in language that's immediate.
For anyone, of any age, anywhere on earth.

EXPANSIVE

We're always thinking further. How can we go beyond what's gone before?

Pushing, evolving — and diving in to the infinite possibilities.

Our work isn't just ambitious, it's potentially infinite.
Lots of people talk about ideas being big but that feels like finite, fixed idea.

What we do - is continuously growing and evolving.
It's in constant flux. So the language we use should feel the same.

Like it's open-ended.
Like it blurs the lines.
Like we've had a glimpse of the future, but not even we fully understand what will happen next

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GAMERS

Play at the edges
of what's real.

Live infinite lives.

Hidden worlds,
alternate realities,
we see them too.

STUDIOS & INDUSTRY

Expanding our horizons
on the moving edge

Beyond gaming / game
changing infinite possibilities

Take your game
to another level

Innovation + Technology

The future of gaming coming together
to make something awesome

Unlimited community

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LIVE INFINITE LIVES

That feeling in your gut, the split–second before you leap from an impossible height.

HIDDEN WORLDS,

ALTERNATE REALITIES,

WE SEE THEM TOO.

PLAY AT THE EDGES OF WHAT'S REAL

BE ANYONE – ANYTHING – EVERYONE – ANYWHERE – NOW

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6 RESTRICTIONS

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RESTRICTIONS LEVEL INFINITE LOGO USE

The Level Infinite logo must never be redrawn or adjusted and should only be reproduced from the logo files provided. Shown on this page are some examples of incorrect uses of the logo.

DO NOT reconfigure any of the core logo elements

DO NOT change the wordmark to an alternative font

DO NOT change the logo to an outline

DO NOT combine or overlap with other trademarks

DO NOT delete any of the elements from the logo

DO NOT rotate the logo

DO NOT use gradients or recolor the logo

DO NOT add a pattern

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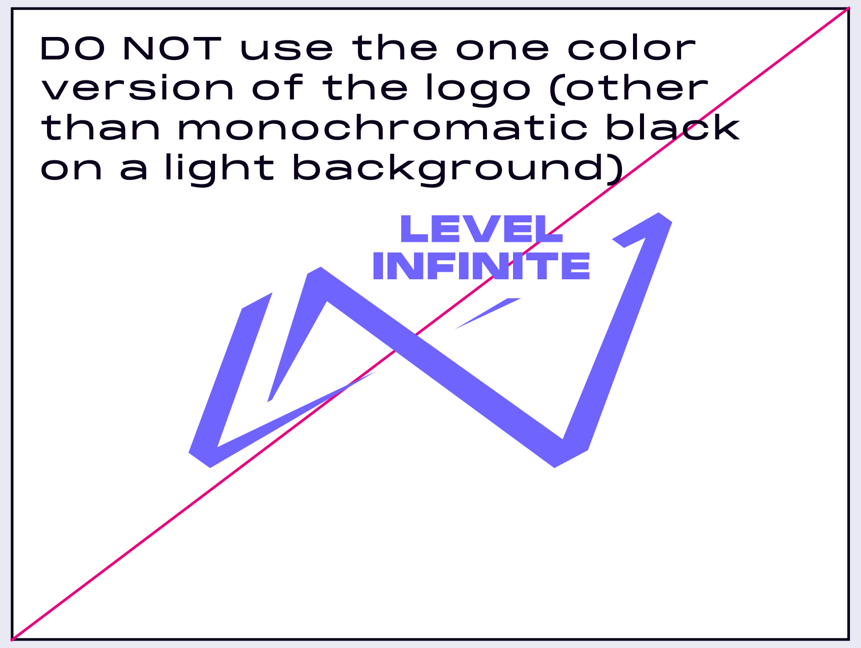
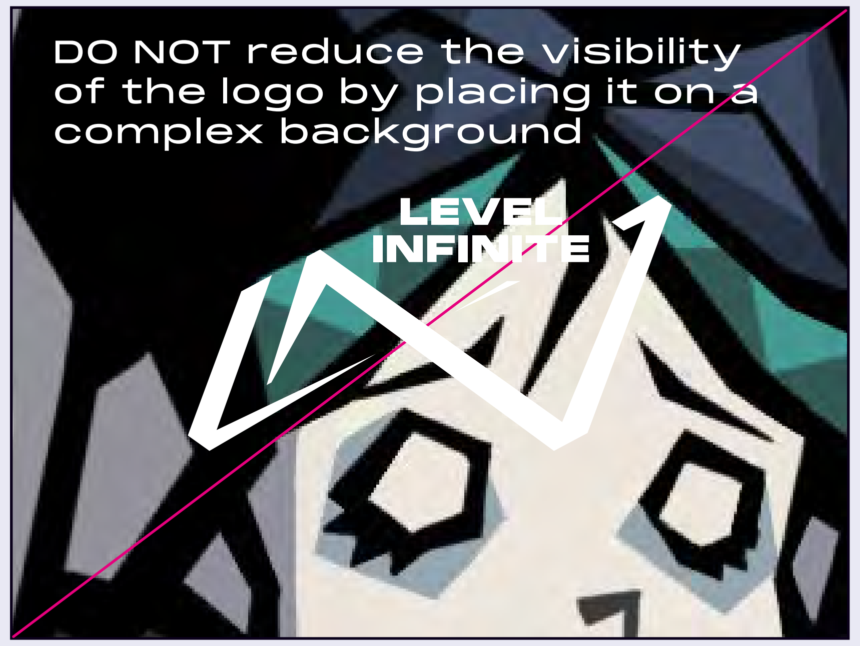
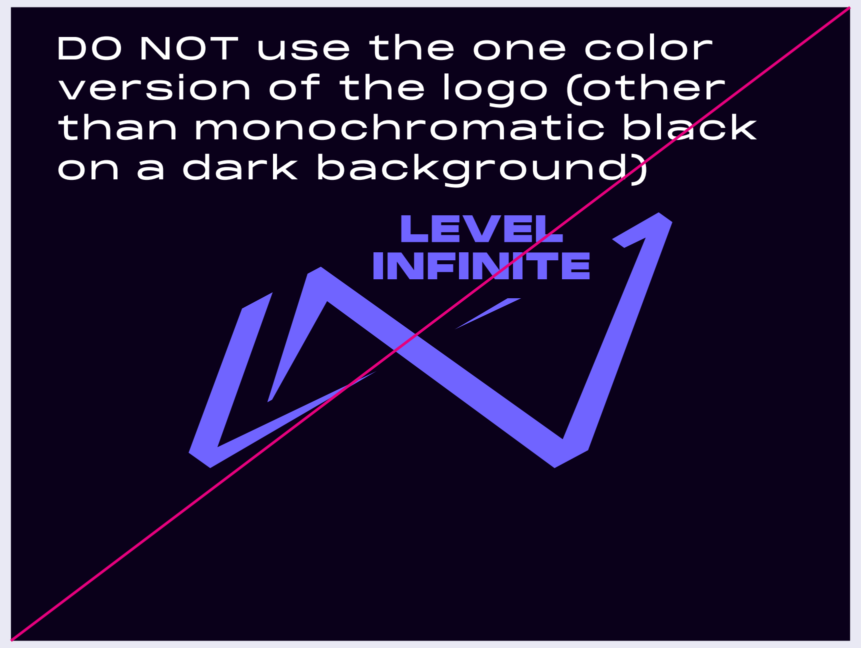
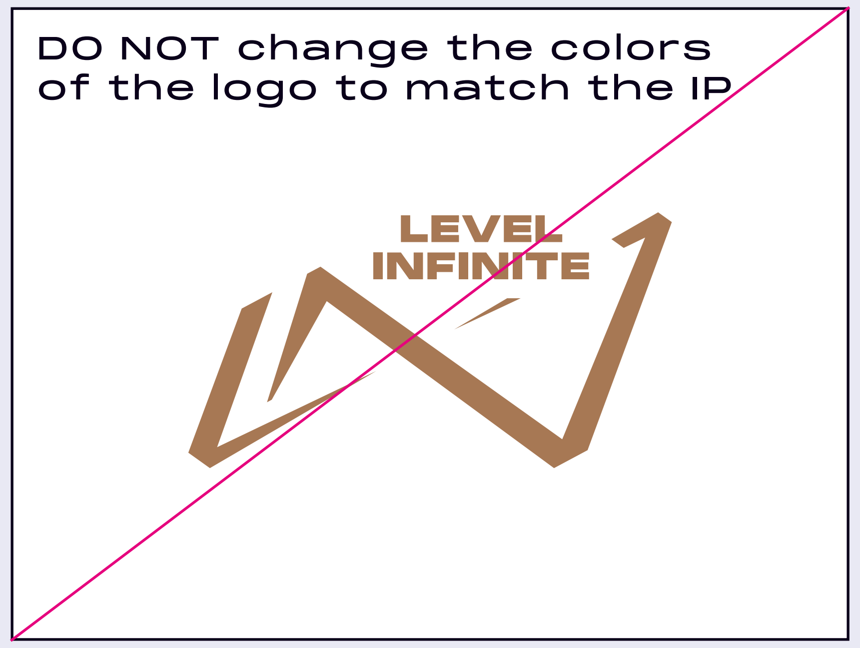
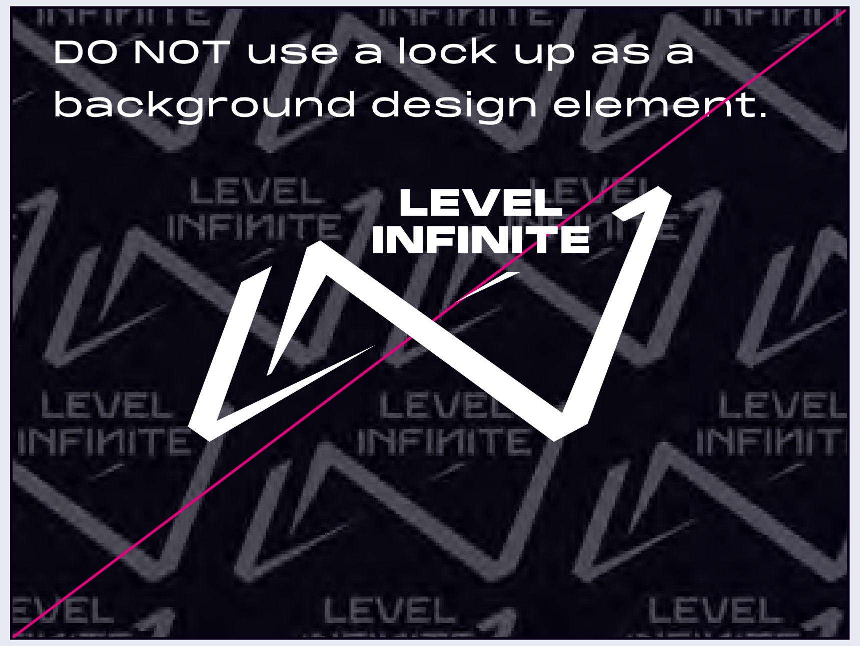
RESTRICTIONS LEVEL INFINITE LOGO COLOR BACKGROUND

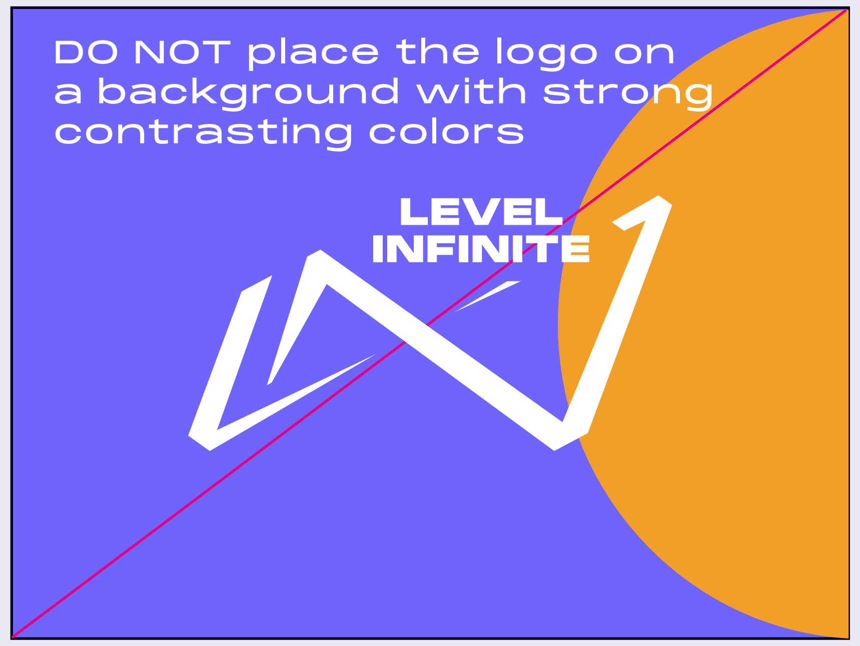


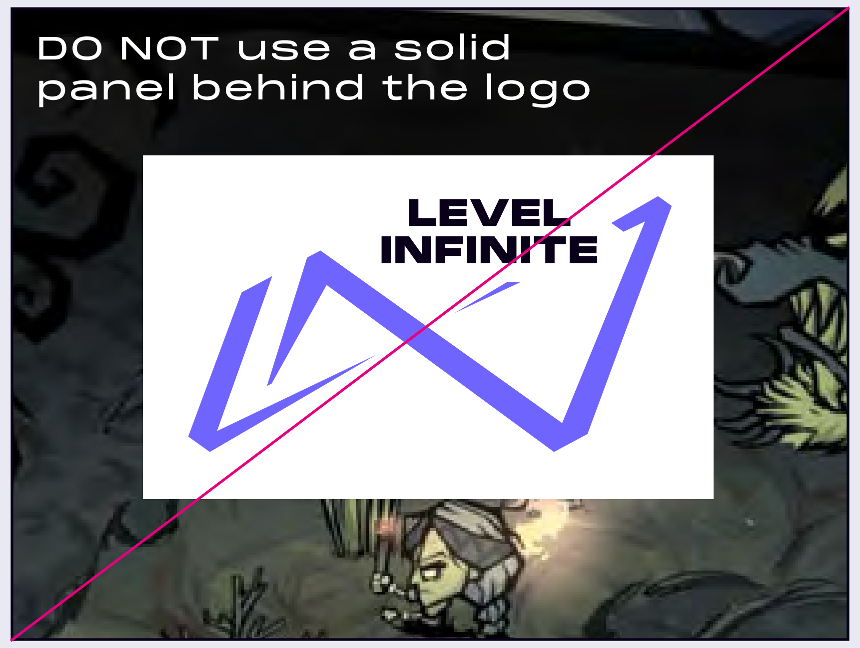












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7 GRAPHIC SYSTEM

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7.01 GRAPHIC SYSTEM OVERVIEW

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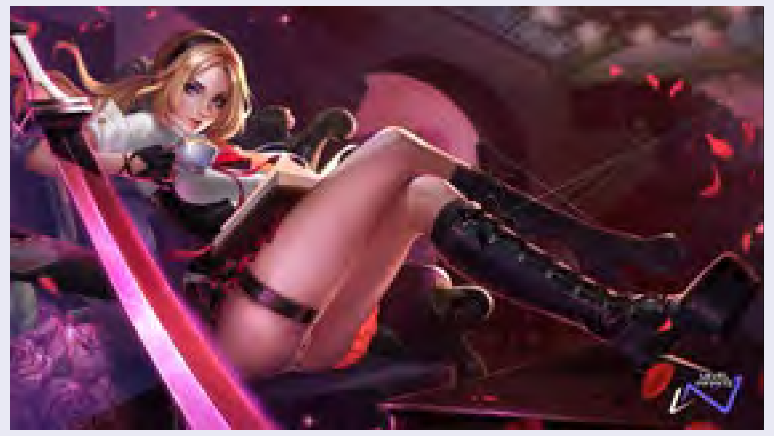
GRAPHIC SYSTEM OVERVIEW

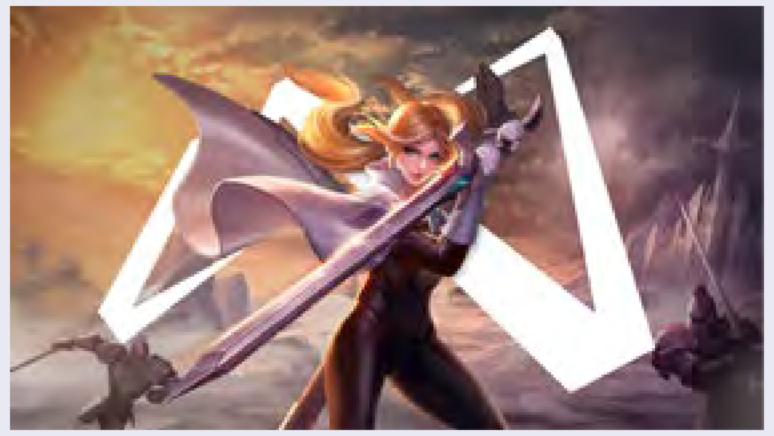
Our flexible system lets us lead with IP or our brand, depending on what we need to communicate.

IP led



80/20 IP led

50/50



80/20 brand led

80/20 brand led

Brand led

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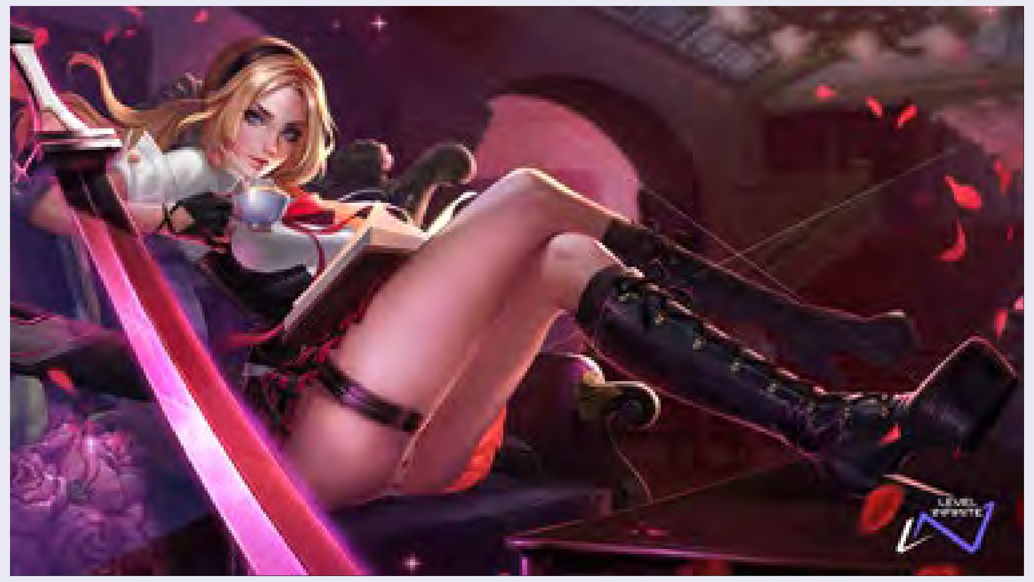
GRAPHIC SYSTEM OVERVIEW

LOGO ONLY

SHARDS

Single Shards



Dual Shards

Corner Shards

LOGO BACKGROUND

Graphic

Mirror

Dynamic

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7.02 GRAPHIC SYSTEM: LOGO PLACEMENT

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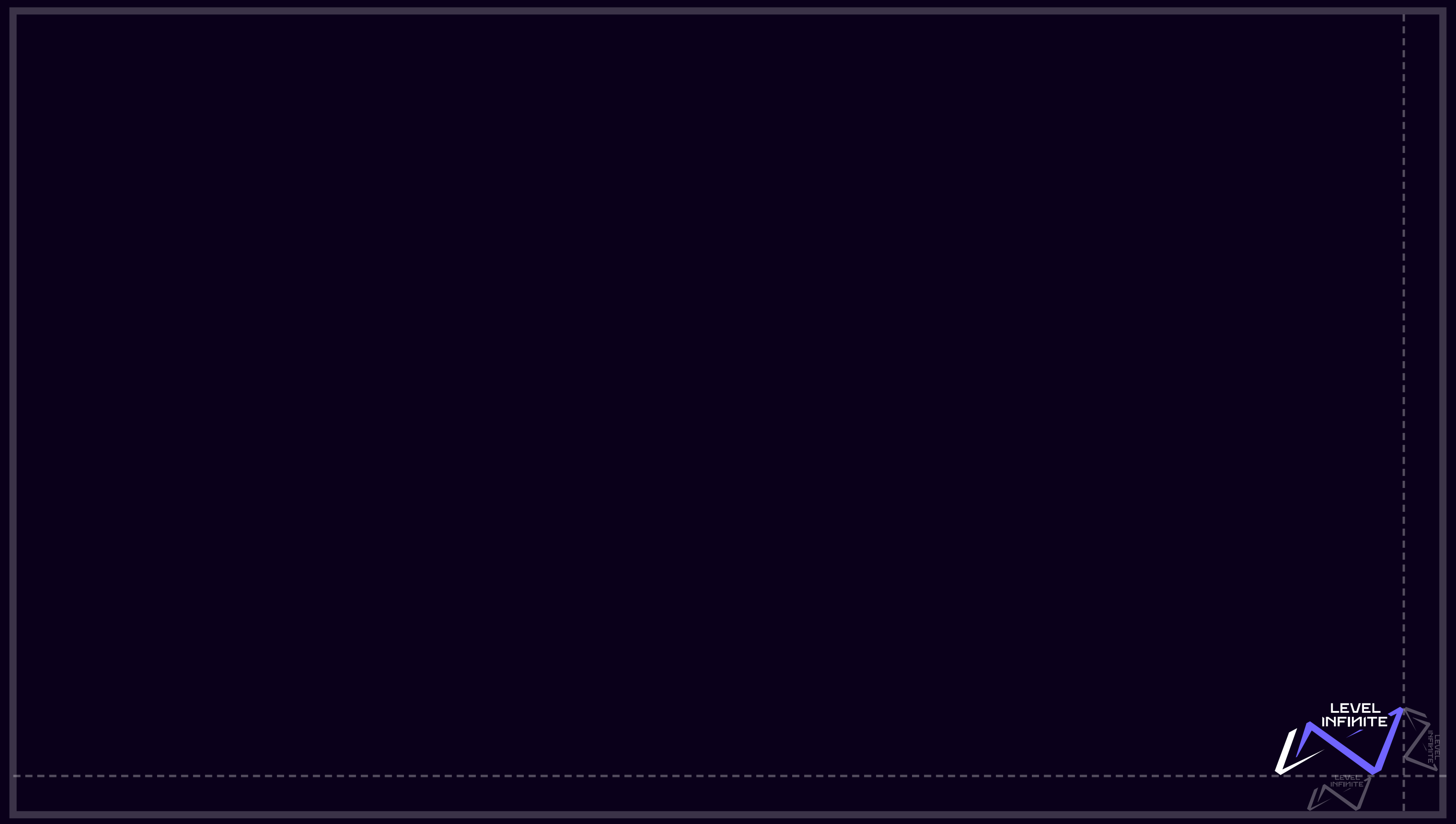
LOGO PLACEMENT AND MARGIN

When positioning the logo, three options are available: bottom right, bottom center and fully centered.

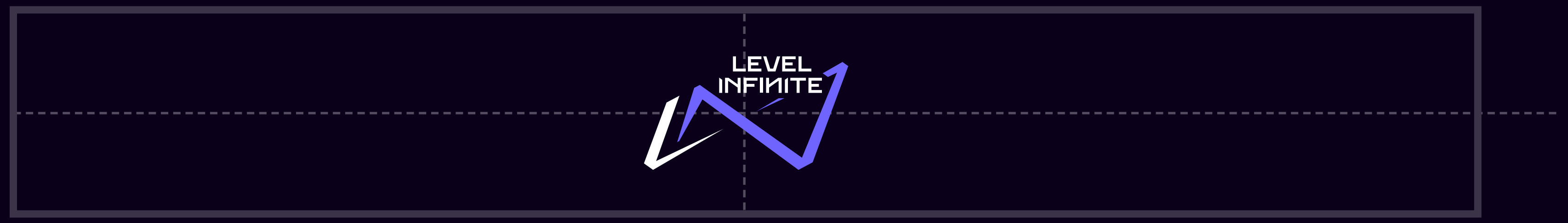
The margin is determined by half the height of the logo. This can be adapted to most uses. However in some extreme formats, the logo should be fully centered without margin to ensure it is fully legible. In these instances the logo positioning is always fully centered.

LANDSCAPE APPLICATION



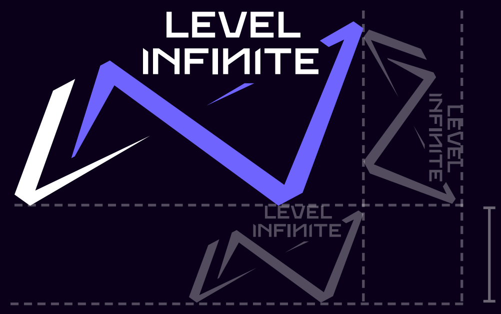
MARGIN AS BELOW

WIDE/EXTREME APPLICATION

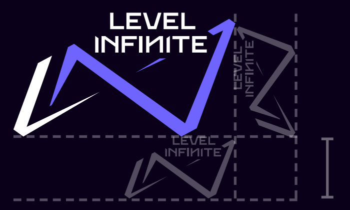


CENTERED

LOGO PLACEMENT MARGIN

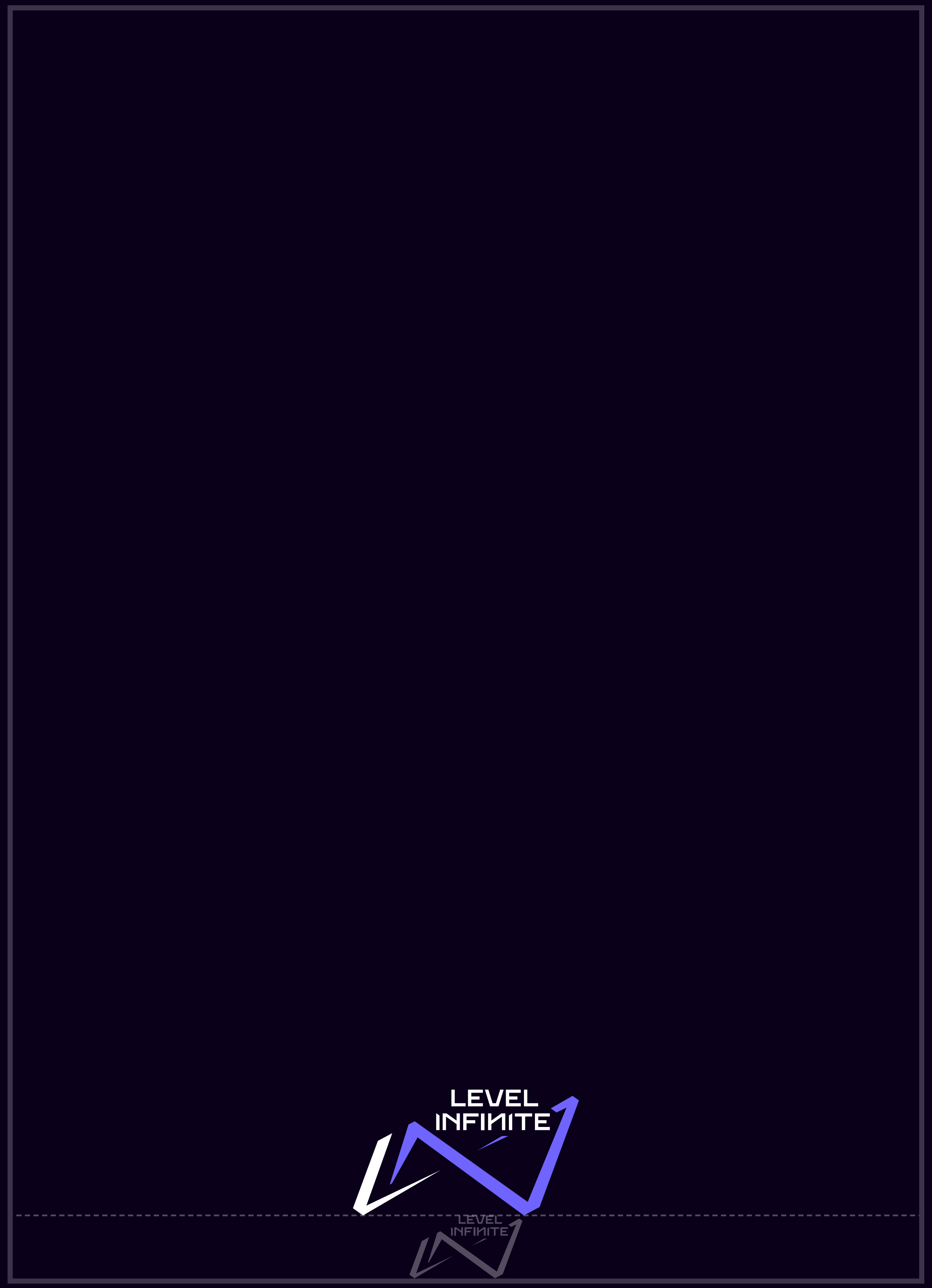


1/2HEIGHT



1/2HEIGHT

PORTRAIT APPLICATION



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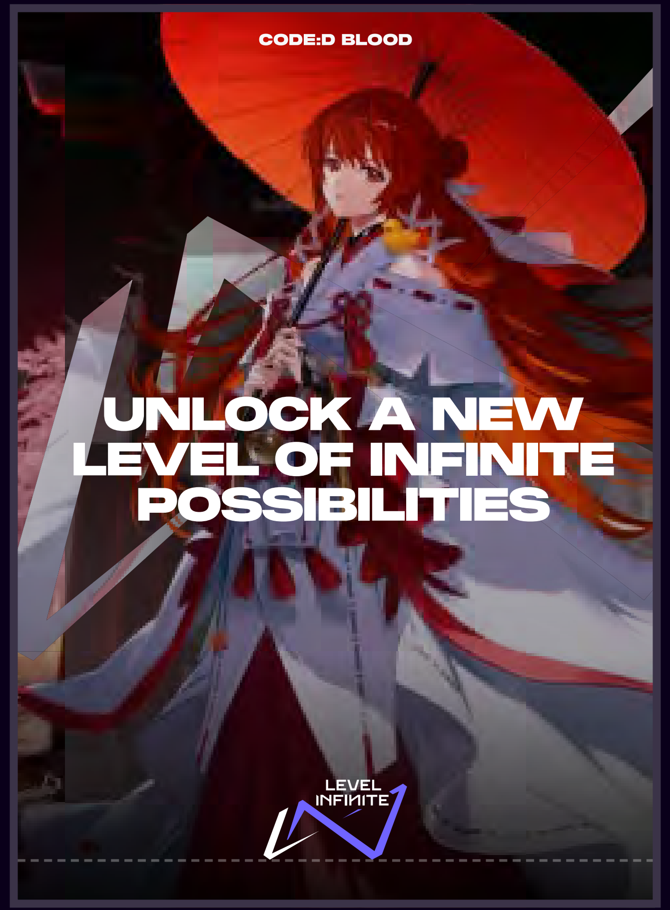
EXAMPLES OF LOGO PLACEMENT

Examples of logo placements for various applications for print and digital.

Example use of large format marketing poster

European a4 poster



Example use of wide/extreme applications

CENTERED

Example use of other applications

CENTERED

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7.03 GRAPHIC SYSTEM: SHARDS

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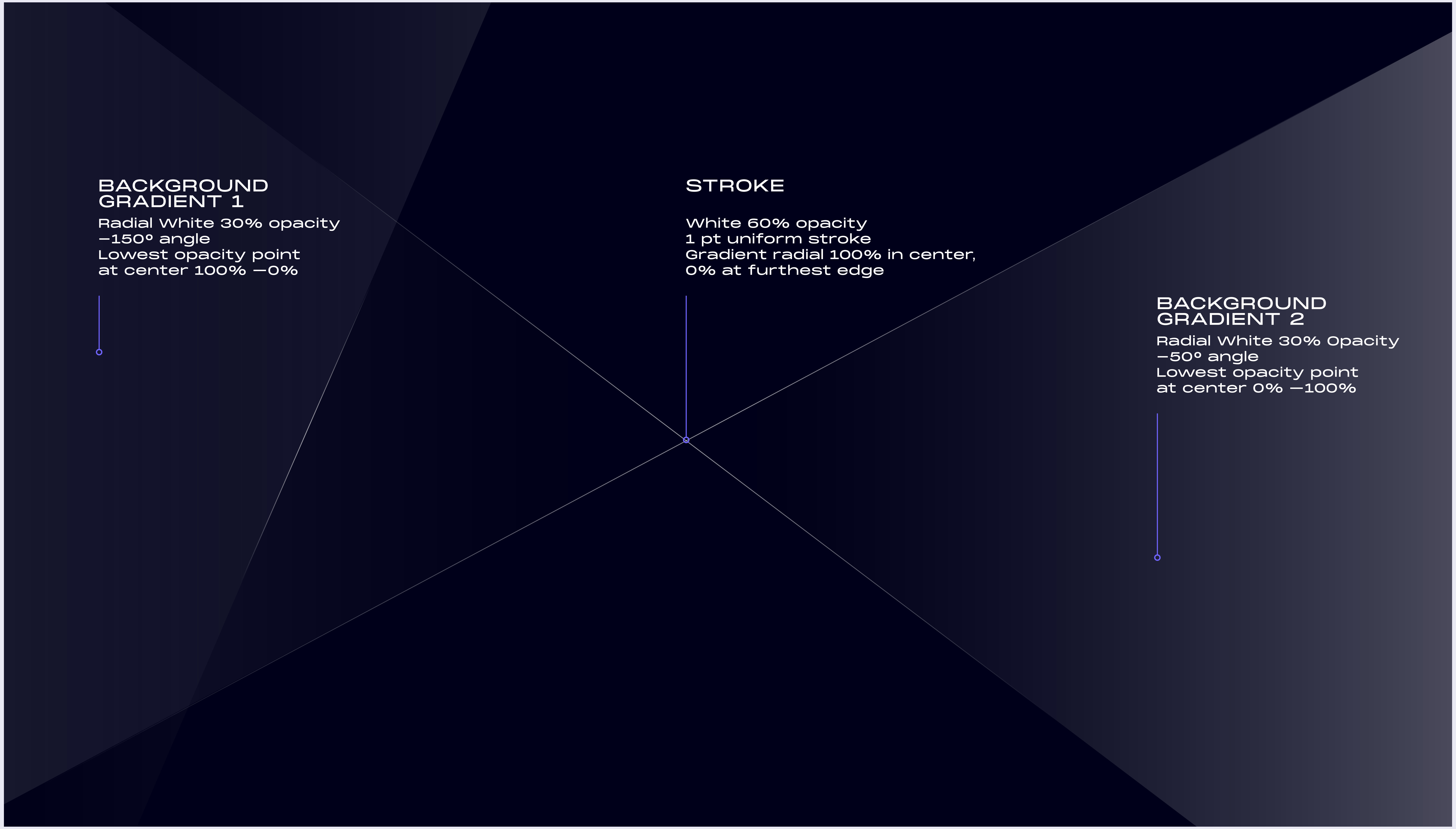
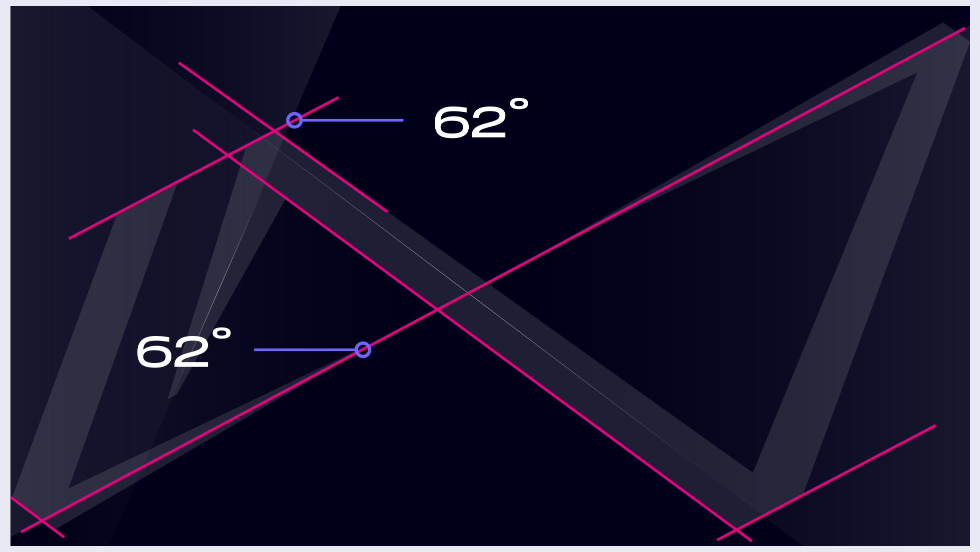
SHARDS
BASE LEVEL

We use shards to build the Level Infinite universe. Inspired by the angles found in the logo, it gives a sense of depth and infinite possibilities to our communications.



Our Shards evoke the dimensional spirit of the logo.



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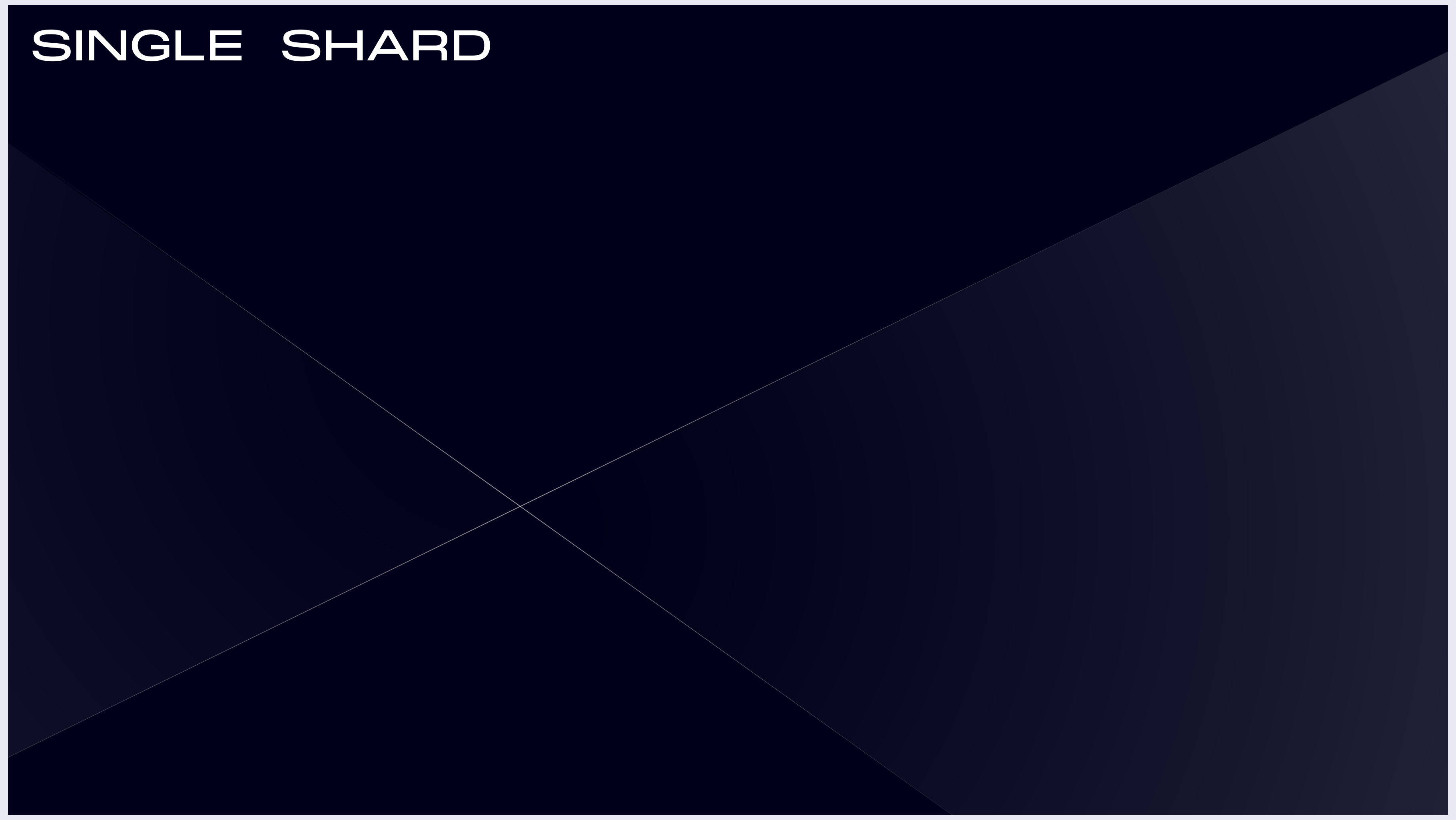
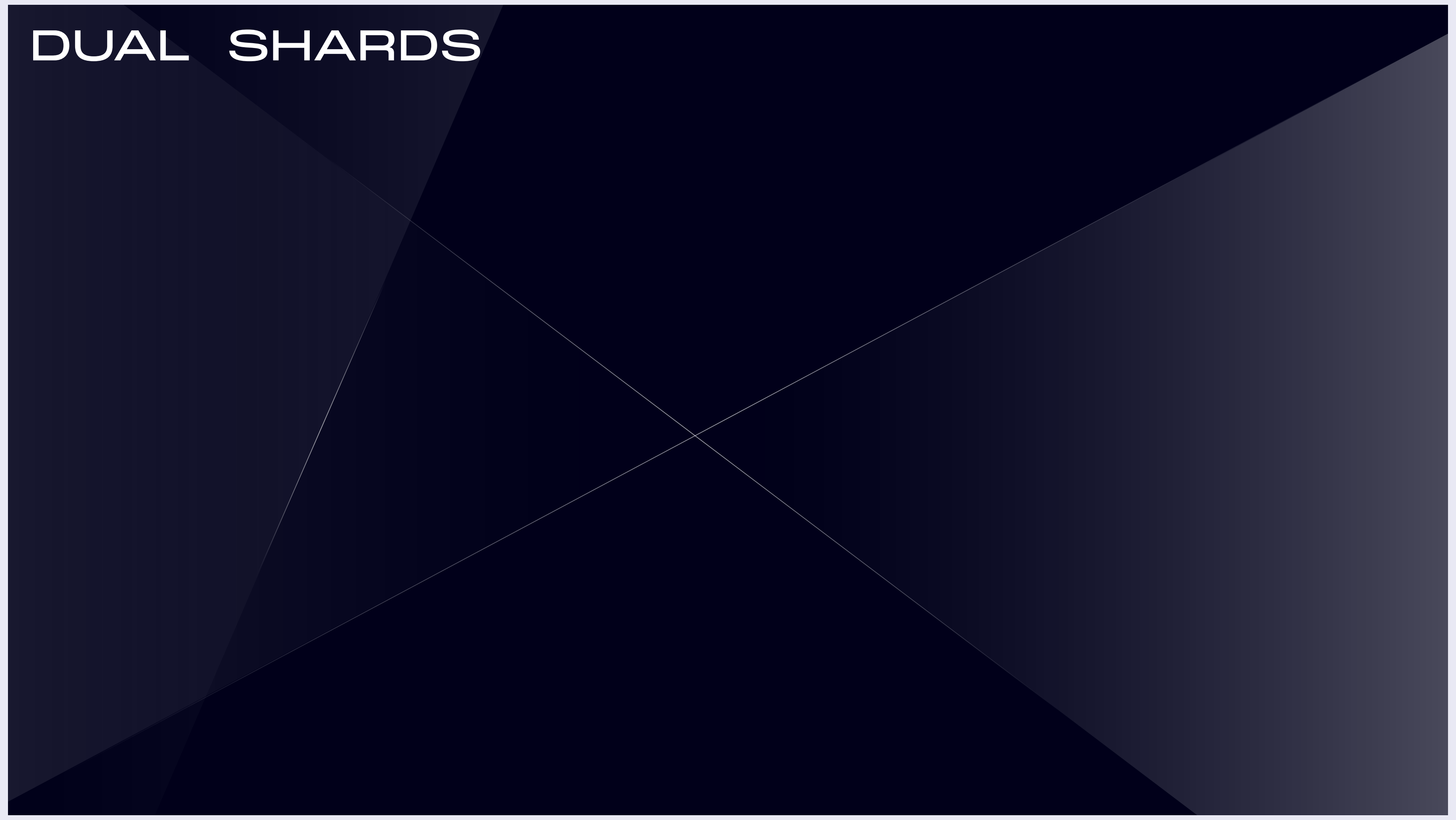
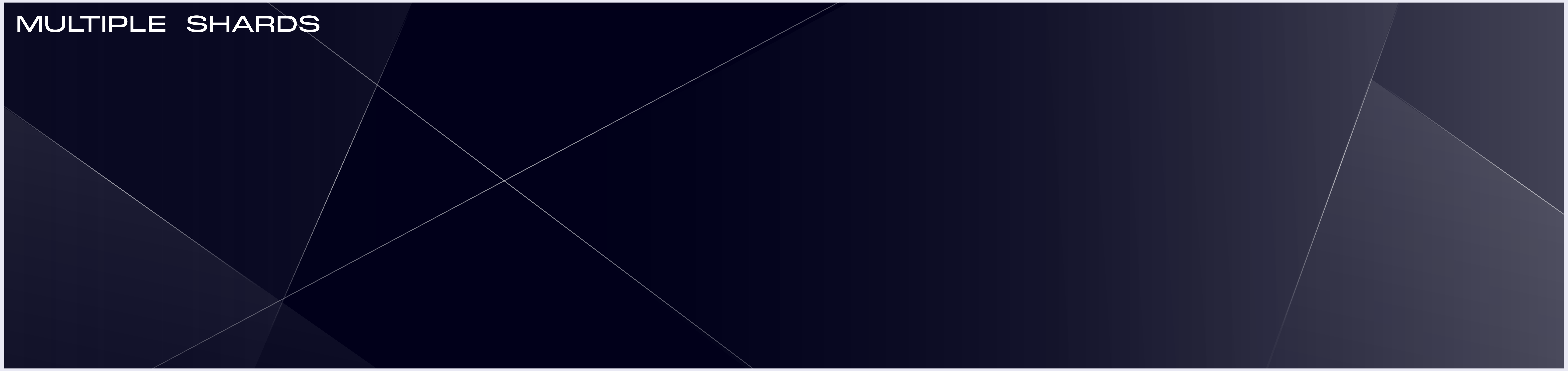
SHARDS POSITIONING

Shards can be deployed in singular, dual or multiple positions for differing communications types and formats.







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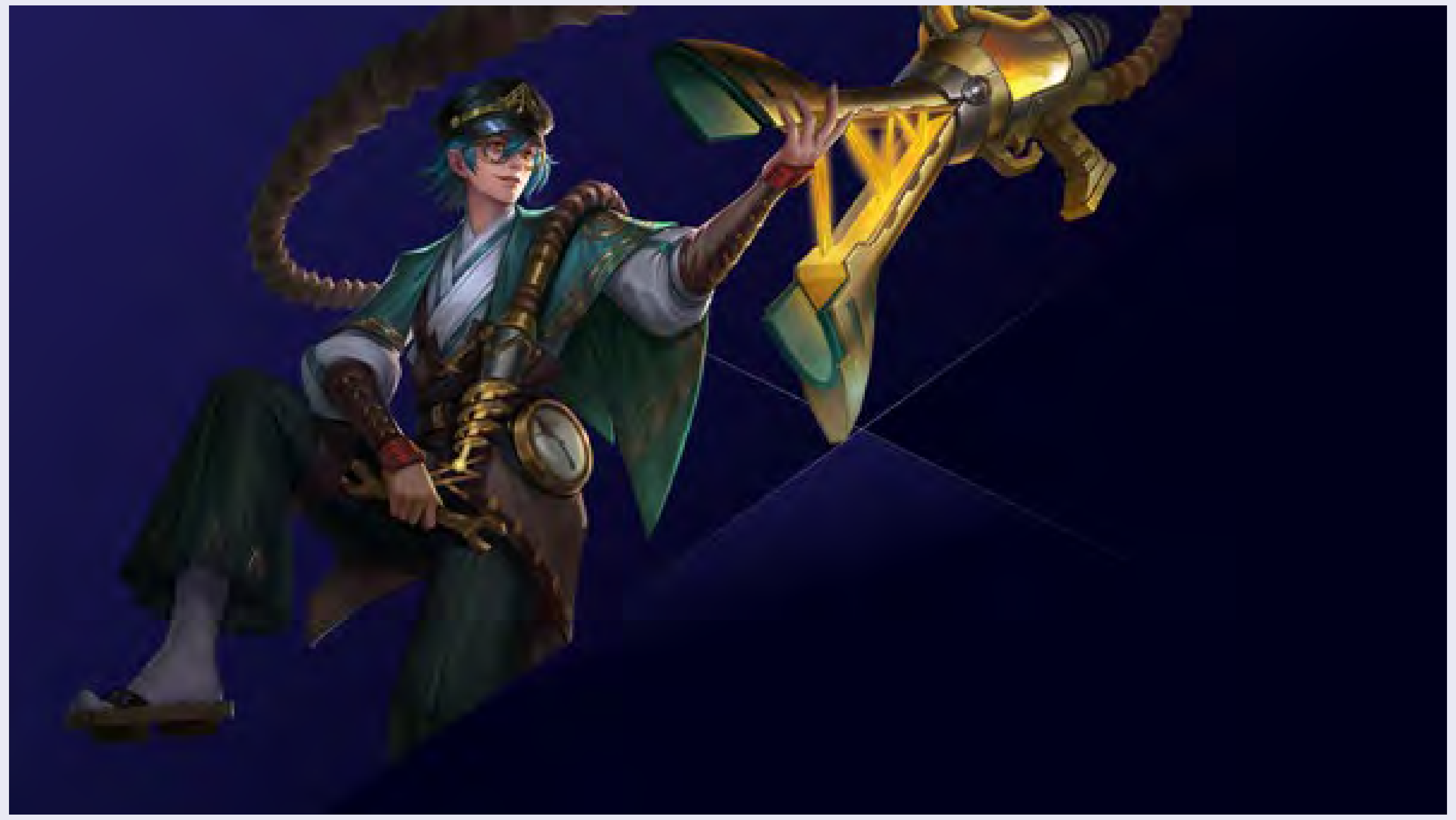
SHARDS COLOR

Shards can be colored using our color palette, enabling us to create light in dark color world.

Deep space background with white

Deep space background with infinite sky

White background with infinite sky



Deep space background with infinite sky

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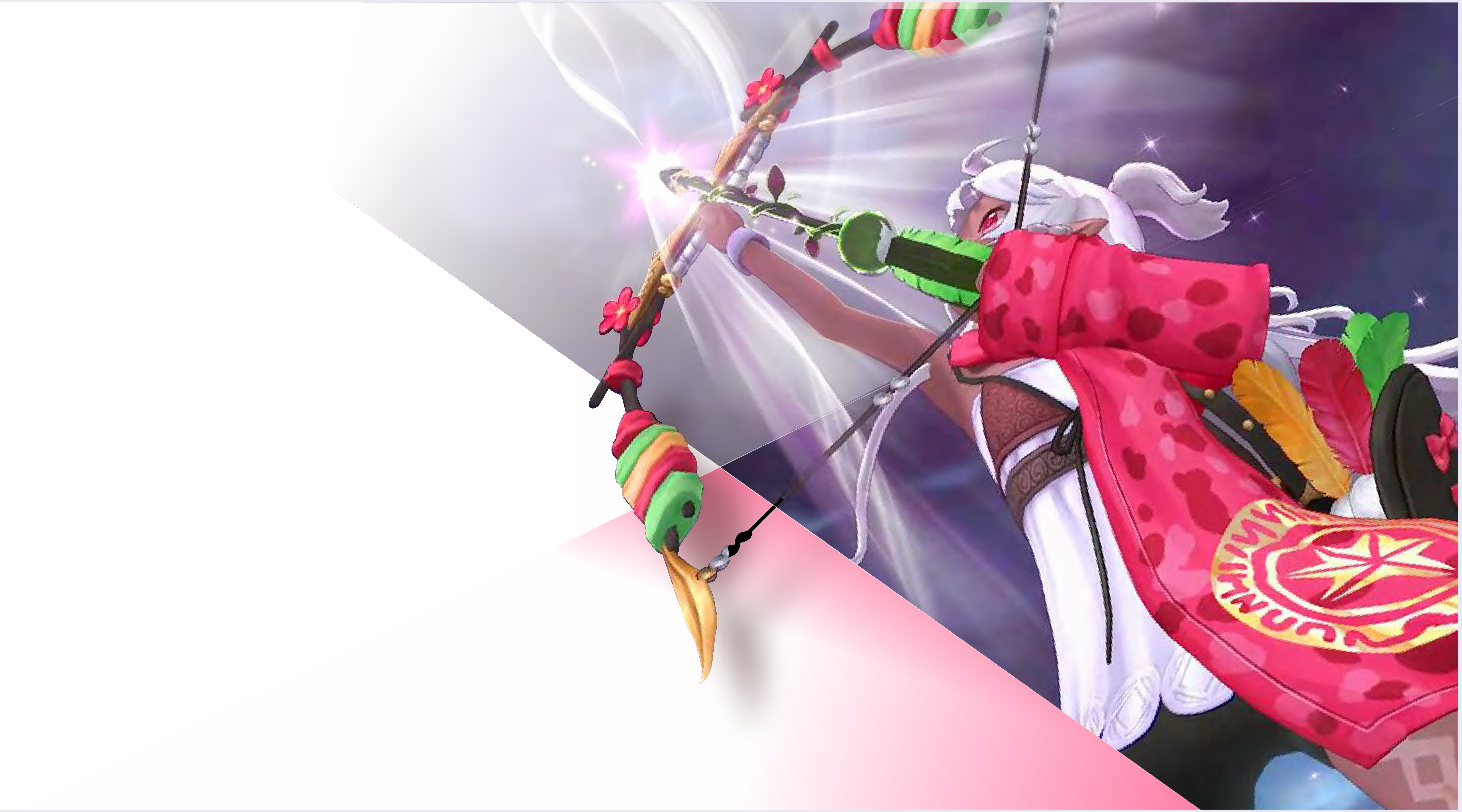
SHARDS IP COLOR

In some instances when one IP is being used, a highlight color from the IP itself can be selected to wash and blend with the Level Infinite palette.

In this example, pink from the IP is washing over Pure White.



White background with IP color

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SHARDS USE

Shards can provide simple yet dynamic graphic backdrops or contain elements of IP imagery as shown.

They can also be used as corner shards to frame the logo sign-off moment.

Background shards

Containing IP in shards

Integrated background shards

Corner shards

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SHARDS
DUAL USE

BACKGROUND | SHARDS | CONTENT | HIGHLIGHTS & SHADOW | LOGO

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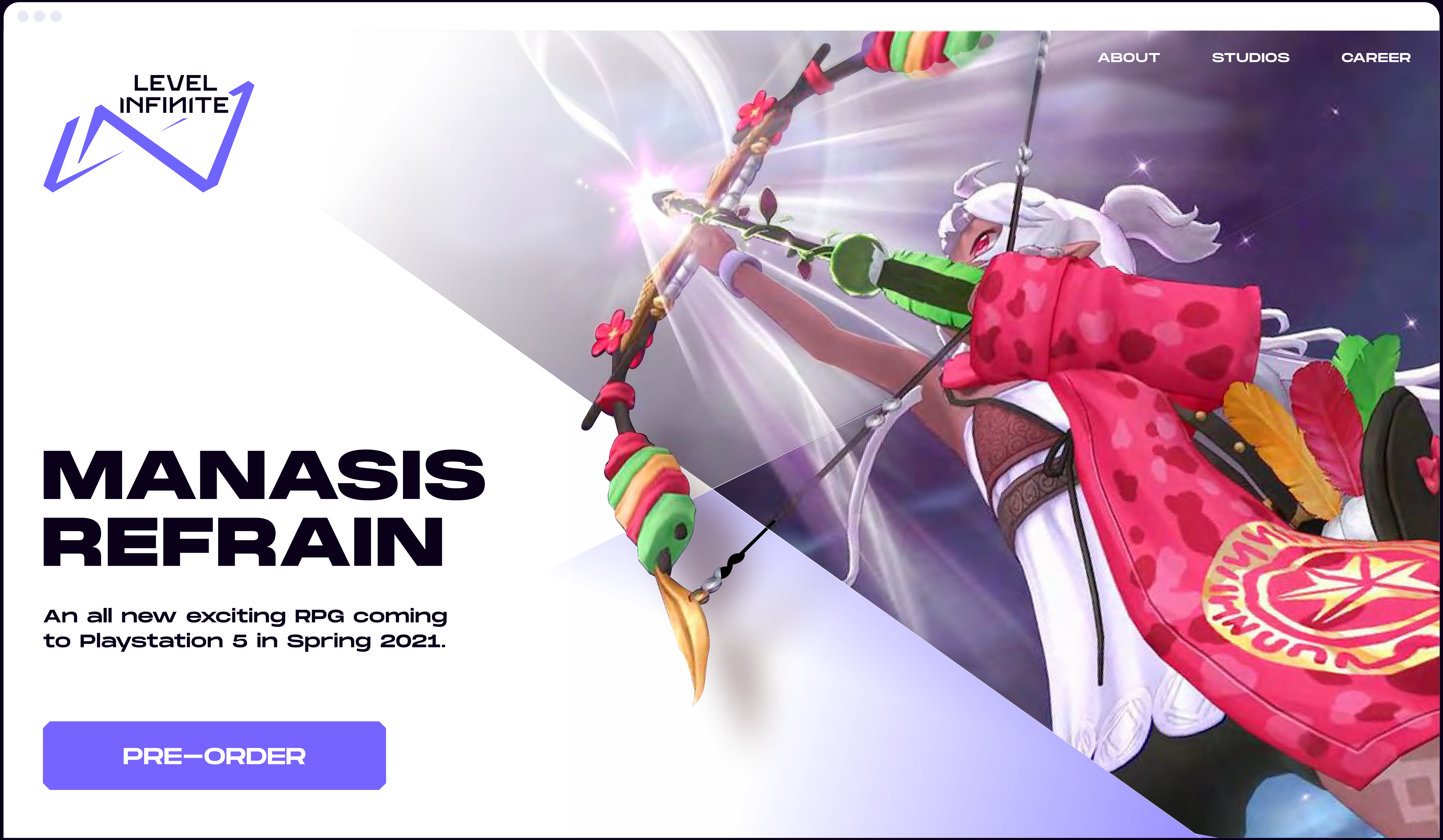
*Notional visual



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SHARDS APPLICATIONS

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SHARDS APPLICATIONS

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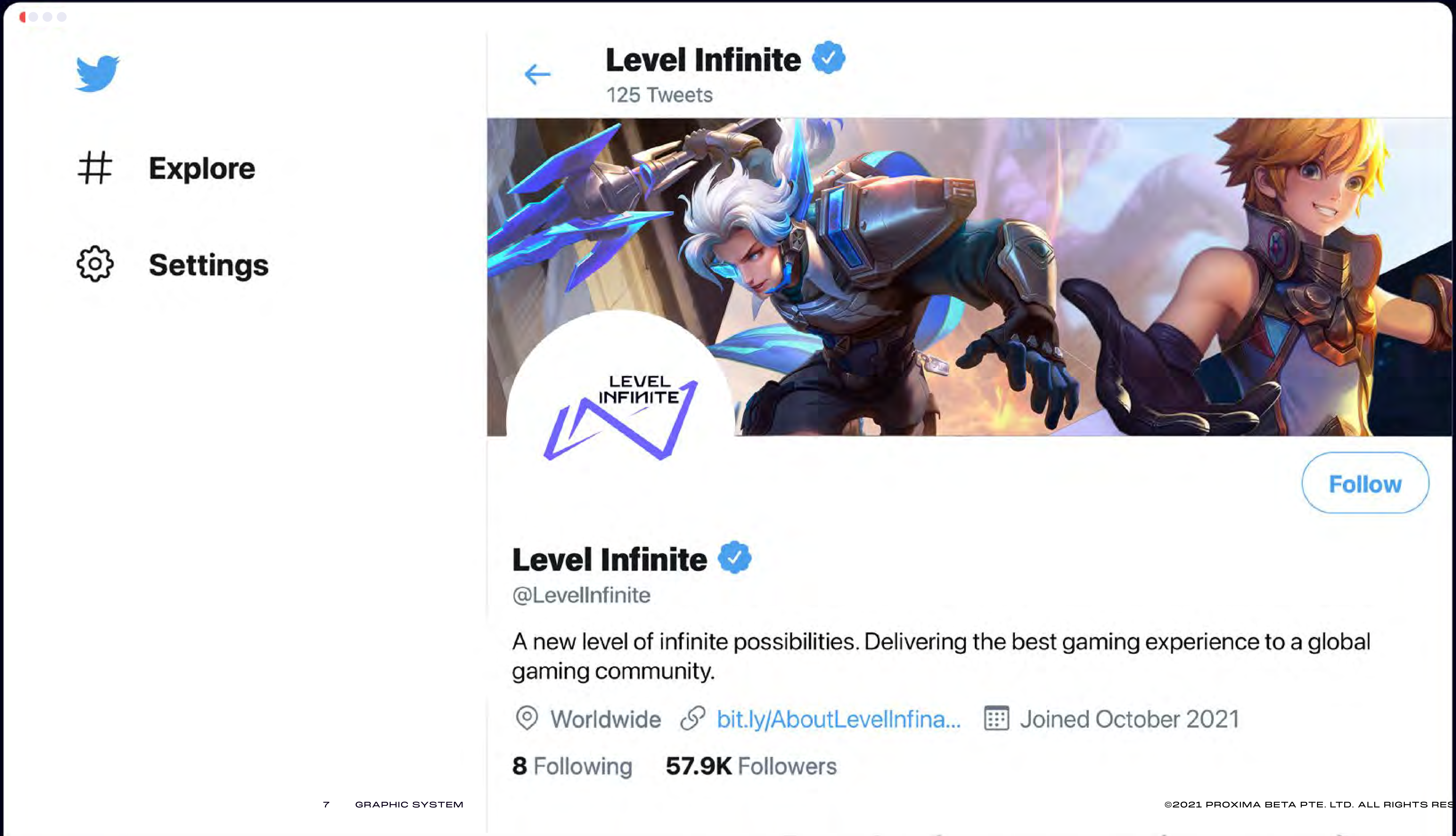
SHARDS APPLICATIONS



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7.04 GRAPHIC SYSTEM: LOGO BACKGROUND

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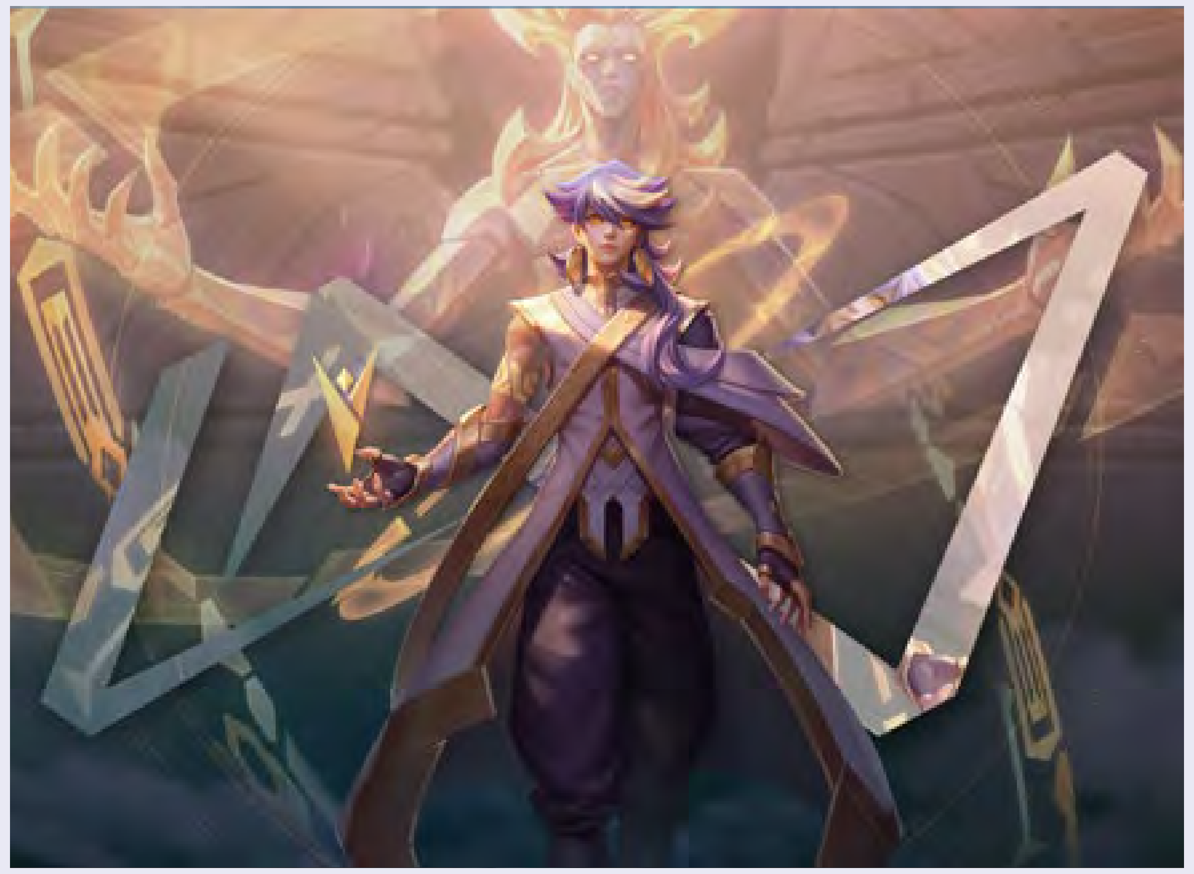
LOGO BACKGROUNDS OVERVIEW

The logo background can be used in two ways, straight and unmanipulated, or dynamic.

Either option can be used in graphic or with a mirror effect.

In addition, the dynamic logo has the option of a flat color background.

Logo background: Graphic



Logo background: Mirror

Dynamic logo background: Graphic

Dynamic logo background: Mirror

Dynamic logo background: Graphic and color

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LOGO BACKGROUNDS GRAPHIC

When creating key visuals or screens with a strong brand presence, we dynamically insert our symbol between characters and background.

The symbol is white and positioned in the middle.

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LOGO BACKGROUNDS
MIRROR

In instances where the IP should stand out more, we apply a mirror effect to the symbol so that it feels more integrated and less prominent.

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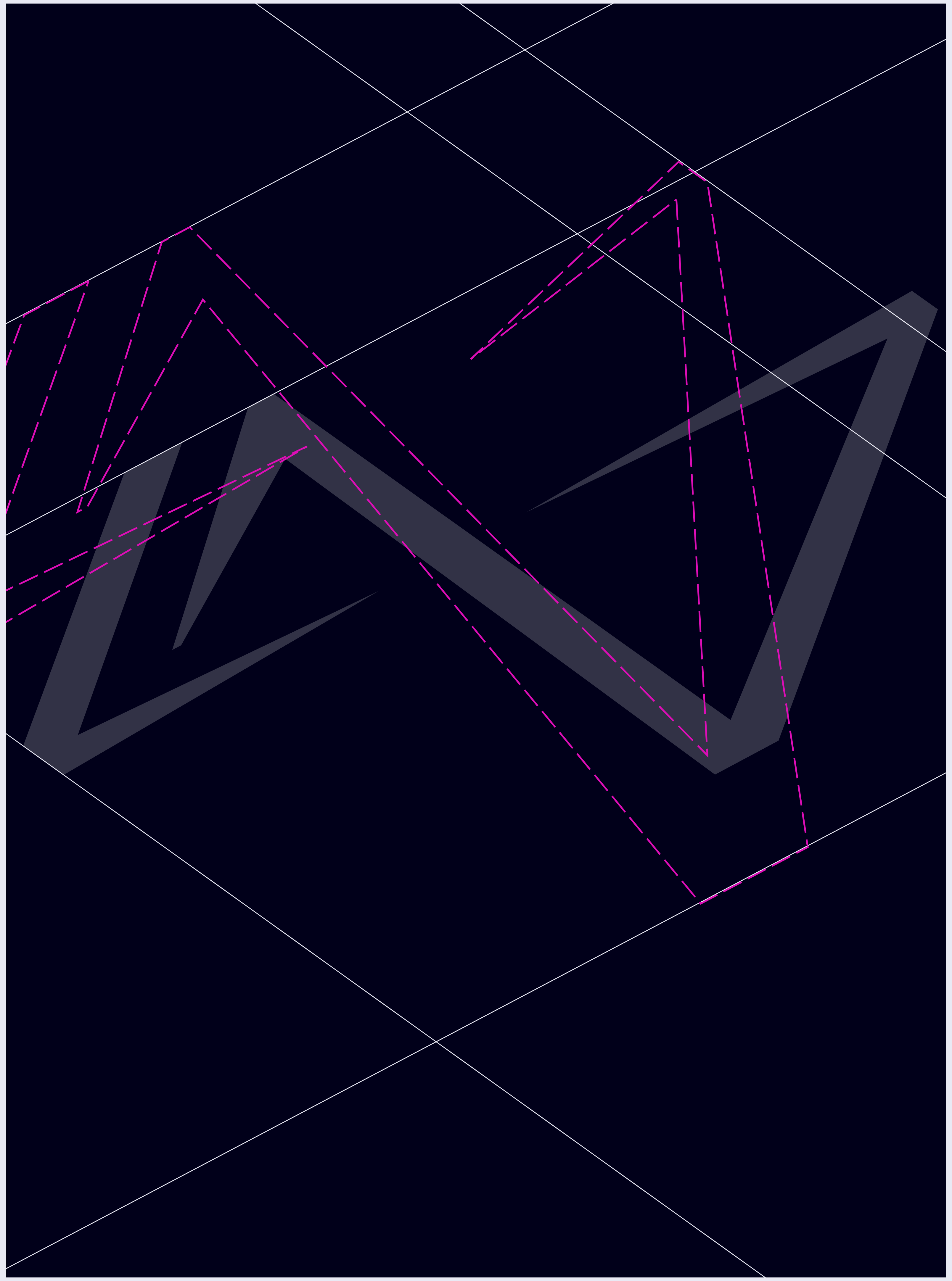
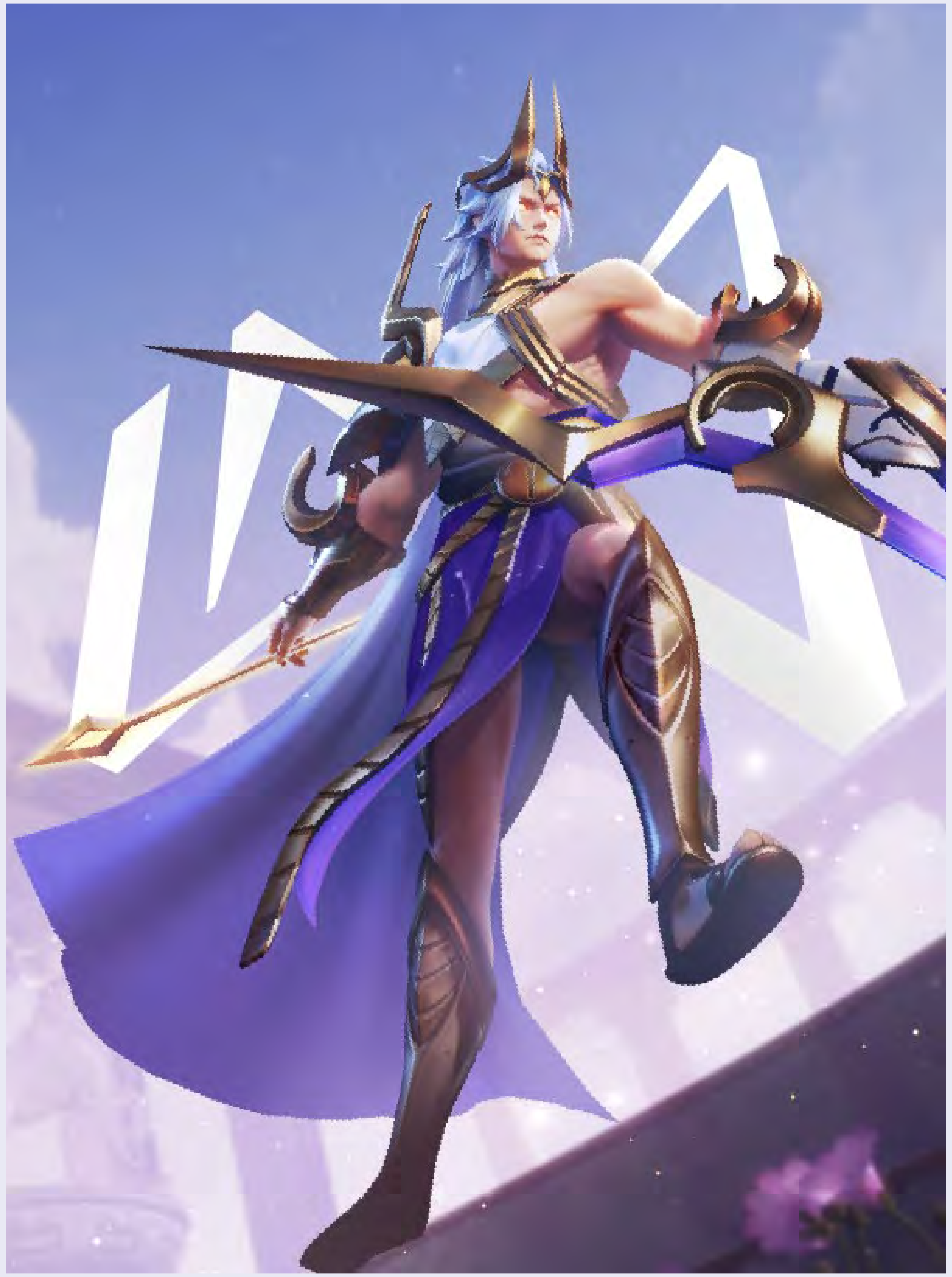
DYNAMIC LOGO BACKGROUNDS

The dynamic logo device is a resizing of the core logo to enhance the sense of depth and movement within a composition. Respect the proportion of the logo - thick and thin aspects.





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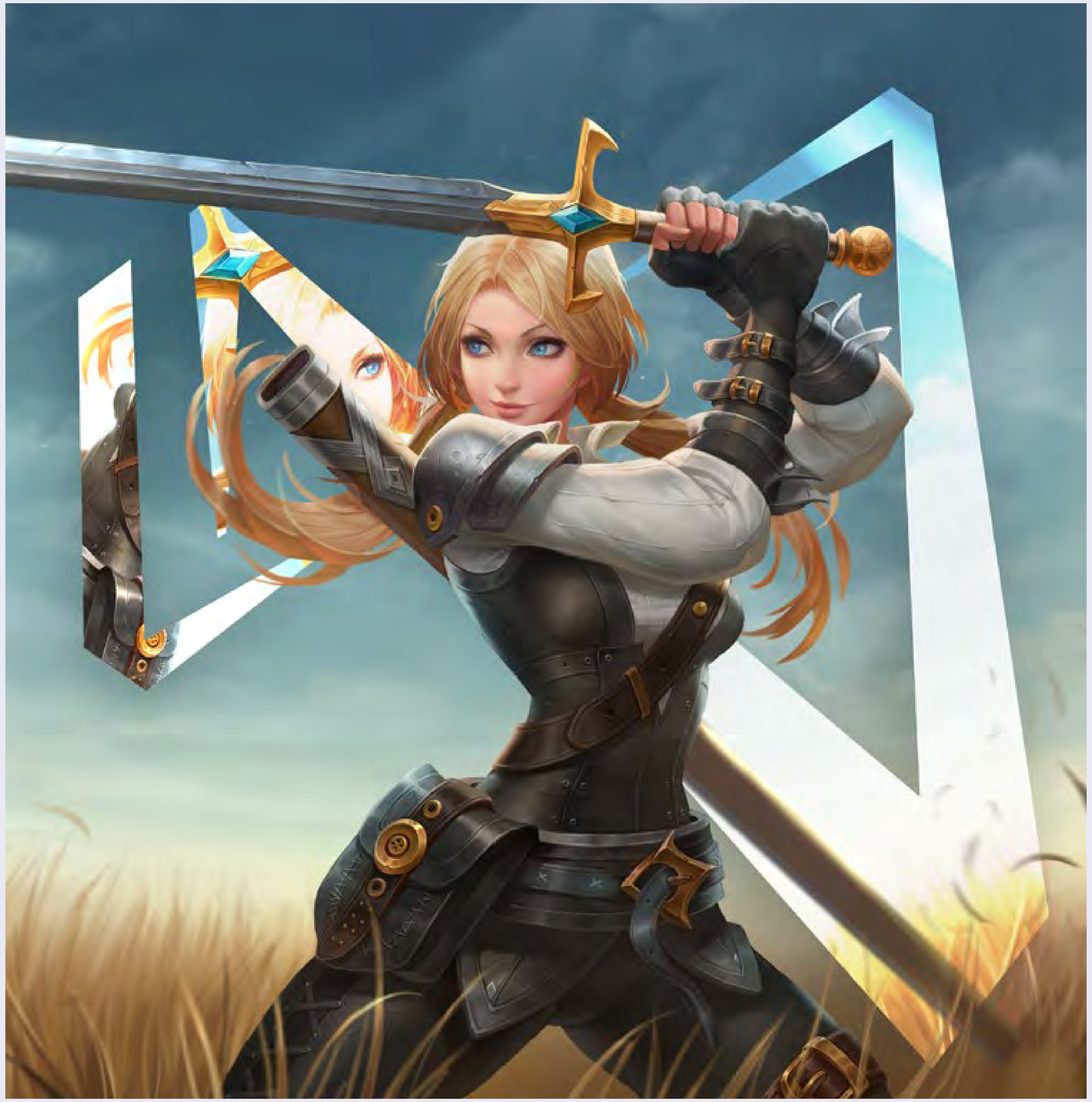
DYNAMIC LOGO BACKGROUNDS MIRROR & GRAPHIC

The dynamic logo device can flex and reform to accommodate different layouts and application types.

It can be used as a graphic in white, or with a mirror effect for the IP to stand out.



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DYNAMIC LOGO BACKGROUNDS COLORS

The dynamic logo device can also be used with a flat color background. The color background is determined by selecting a color from the IP used.

The dynamic device must always be in white.

Avoid pale colors.

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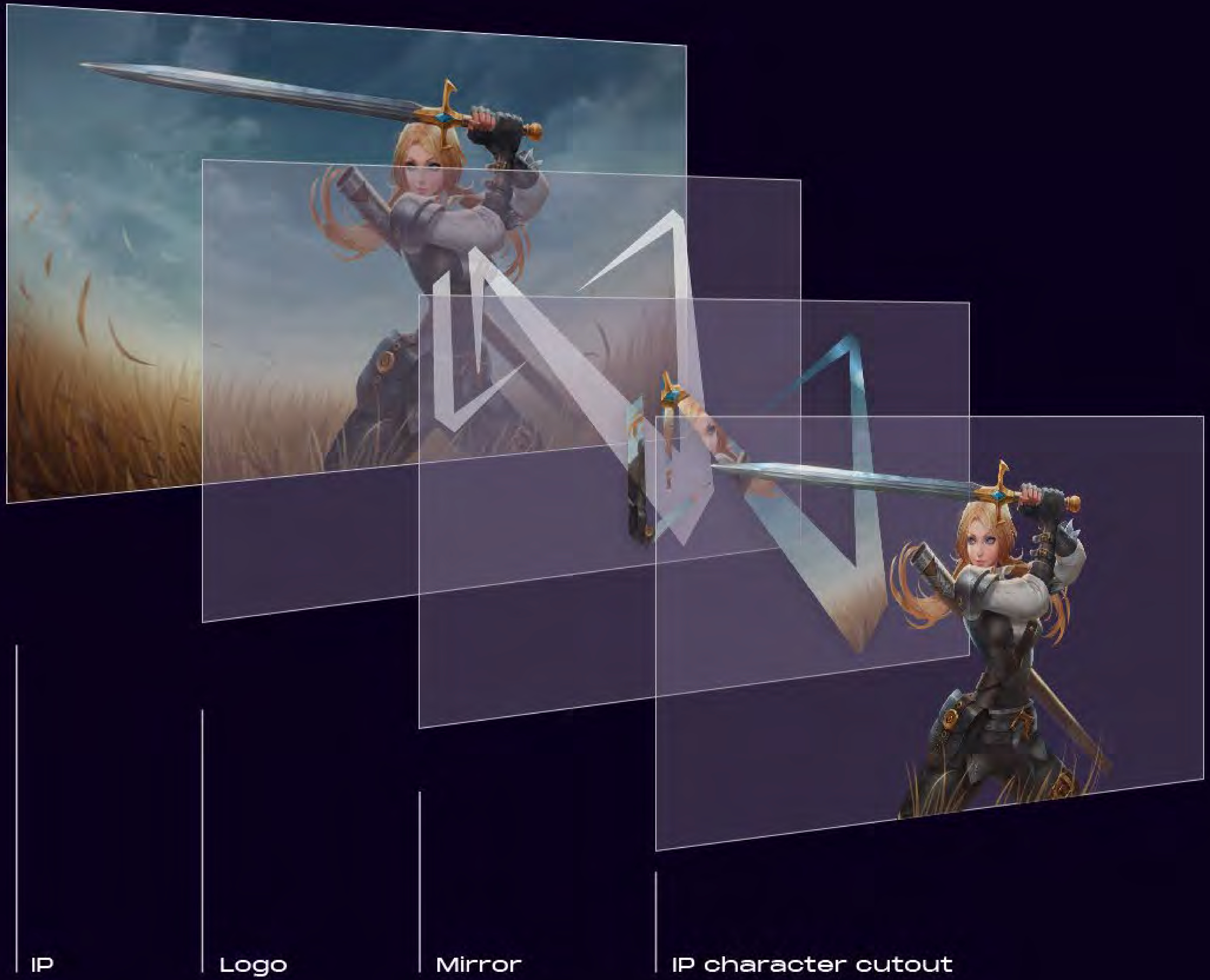
DYNAMIC LOGO: CONSTRUCTION



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8 MOTION

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8.01 MOTION LOGO DESIGN CONCEPT

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The world of gaming thrives in motion and so does our brand, helping us bring our story of infinite possibilities to life.

We want audiences to feel like they are traveling on an immersive and multi-layered journey.

ENDLESS DIMENSIONS

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Our motion principles allows us to distinguish how we move in a digital space.

Two core principles help us create any motion piece for the brand.

PRECISE

Our logo is sharp and precise and so motion follows the same logic. Movement cuts confidently and purposefully through space.

ATMOSPHERIC

To create a strong sense of escapism, we add atmosphere through the use of purple light, creating depth and taking the viewer into a new dimension.

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MOTION LOGO (3S)

Our core 3-second motion logo is the fastest and most dynamic way to communicate the story of our logo and introduce people to our brand.

It showcases how we can infinitely loop our form around itself and shift the audience into new dimensions.

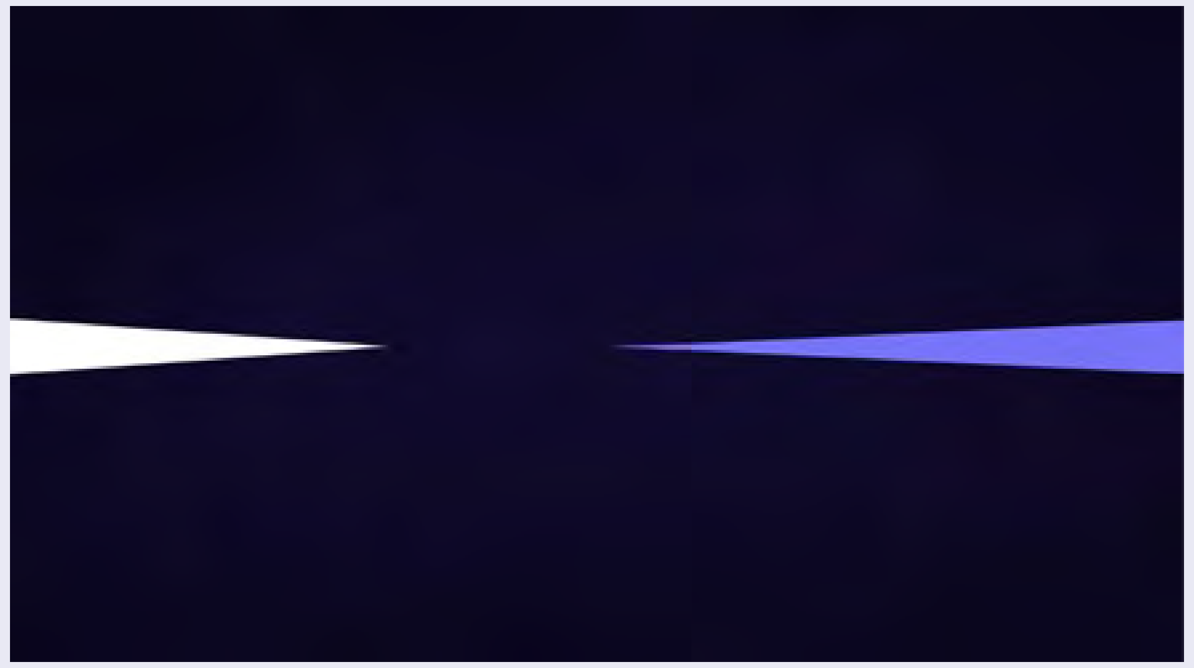
A confident and sharp white stroke cuts through a dark space.

The stroke turns a corner and draws a white ‘L’ shape on screen as the word ‘Level’ appears.

The stroke is drawing an infinity loop, and as it crosses back over itself the symbol switches to purple, whilst the wordmark elements falls into place.

The symbol starts to tilt into a different dimension.

Once fully turned, the symbols becomes a horizon line.



The horizon line opens up and zooms past the camera, transporting the viewer into an infinite space.

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MOTION LOGO (6S)

The 6-second version of the logo is an extended version of the 3-second. It gives more time and space to the ident on screen and builds further anticipation.

This version should be used when time allows for a longer runtime.

Same as the 3s motion logo, a confident and sharp white stroke cuts through a dark space.

A white ‘L’ shape is drawn on screen as the word ‘Level’ appears. The wordmark elements fall into places once the infinity loop is drawn.

The full logo remains on screen, pausing for effect and emphasis.

During the pause the logo slowly increases in size.

The symbol tilts and turns into a different dimension, before becoming a horizon line.

The horizon line opens up and zooms past the camera, transporting the viewer into an infinite space.

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8.02 MOTION LOGO USE GUIDELINE

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MOBILE PHONE, TABLET HORIZONTAL SPLASH SCREEN

The Level Infinite Motion Logo must be included in all Level Infinite products' startup sequences and trailers. It can also be used as a splash screen in other applications. Please consult with the Level Infinite brand team regarding other applications prior to utilizing it.

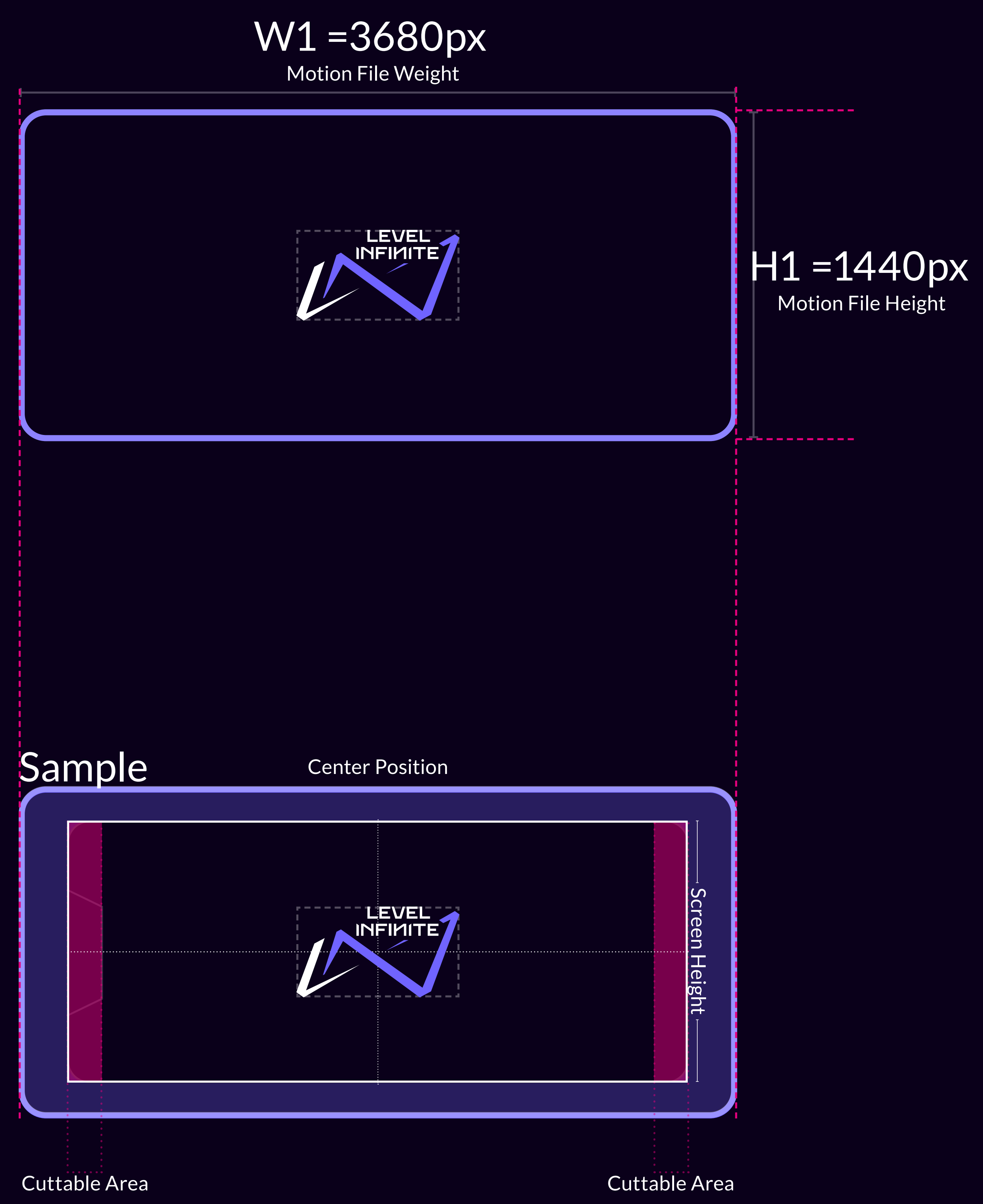
The adaptation of the splash screen is based on the screen height H. Adhere to the following scaling rules:

1. Follow the principle of short-edge fitting and long-edge cutting. Based on the screen width W, the animation file is scaled so that the animation height h1= screen height h, and w / h = w1 / h1;

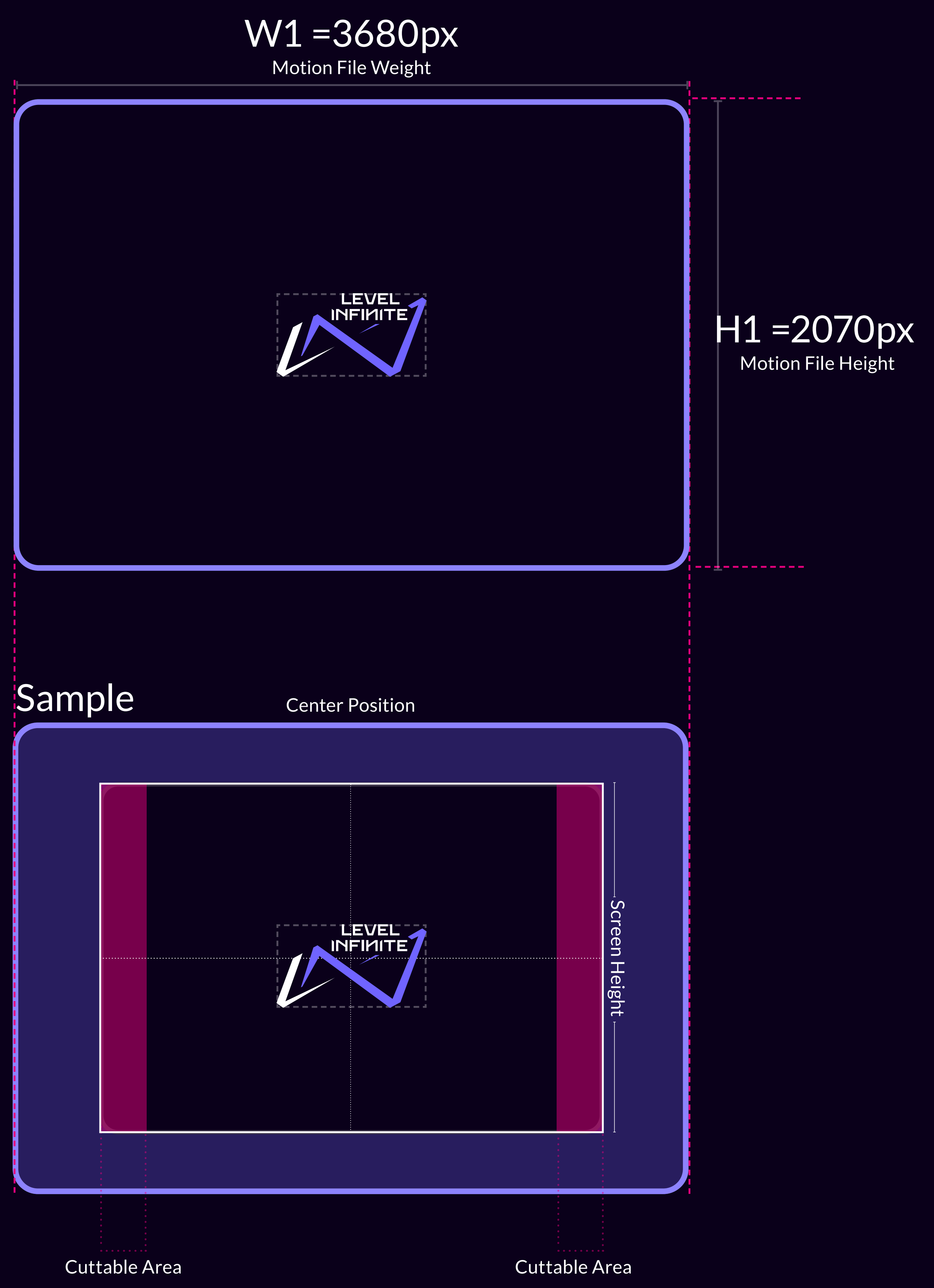
2. The motion logo is centered in the center of the screen;

3. The left and right end areas are cuttable areas, which can be cut according to the proportion of the screen of the device.

Mobile



Tablet



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PC/TV HORIZONTAL SPLASH SCREEN

The Level Infinite Motion Logo must be included in all Level Infinite products' startup sequences and trailers. It can also be used as a splash screen in other applications. Please consult with the Level Infinite brand team regarding other applications prior to utilizing it.

The adaptation of the splash screen is based on the screen height H. Adhere to the following scaling rules:

1. Follow the principle of short-edge fitting and long-edge cutting. Based on the screen width W, the animation file is scaled so that the animation height h1= screen height h, and w / h = w1 / h1;

2. The motion logo is centered in the center of the screen;

3. The left and right end areas are cuttable areas, which can be cut according to the proportion of the screen of the device.

PC/TV

Sample

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MOBILE PHONE VERTICAL SPLASH SCREEN

The Level Infinite Motion Logo must be included in all Level Infinite products' startup sequences and trailers. It can also be used as a splash screen in other applications. Please consult with the Level Infinite brand team regarding other applications prior to utilizing it.

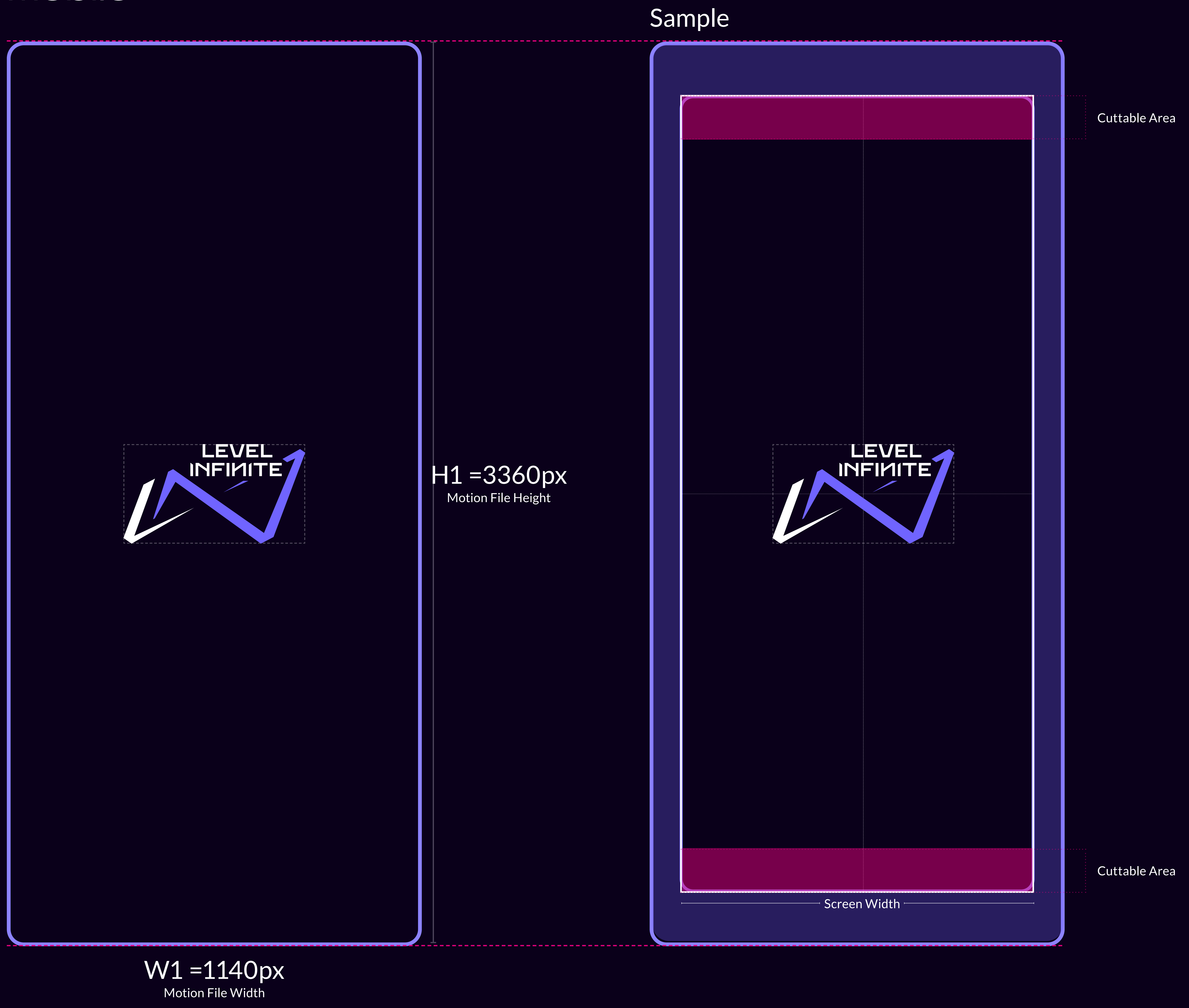
The adaptation of the splash screen is based on the screen height H. Adhere to the following scaling rules:

1. Follow the principle of short-edge fitting and long-edge cutting. Based on the screen width W, the animation file is scaled so that the animation height h1= screen height h, and w / h = w1 / h1;

2. The motion logo is centered in the center of the screen;

3. The upper and lower end areas are cuttable areas, which can be cut according to the proportion of the screen of the device.

Mobile



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TABLET VERTICAL SPLASH SCREEN

The Level Infinite Motion Logo must be included in all Level Infinite products' startup sequences and trailers. It can also be used as a splash screen in other applications. Please consult with the Level Infinite brand team regarding other applications prior to utilizing it.

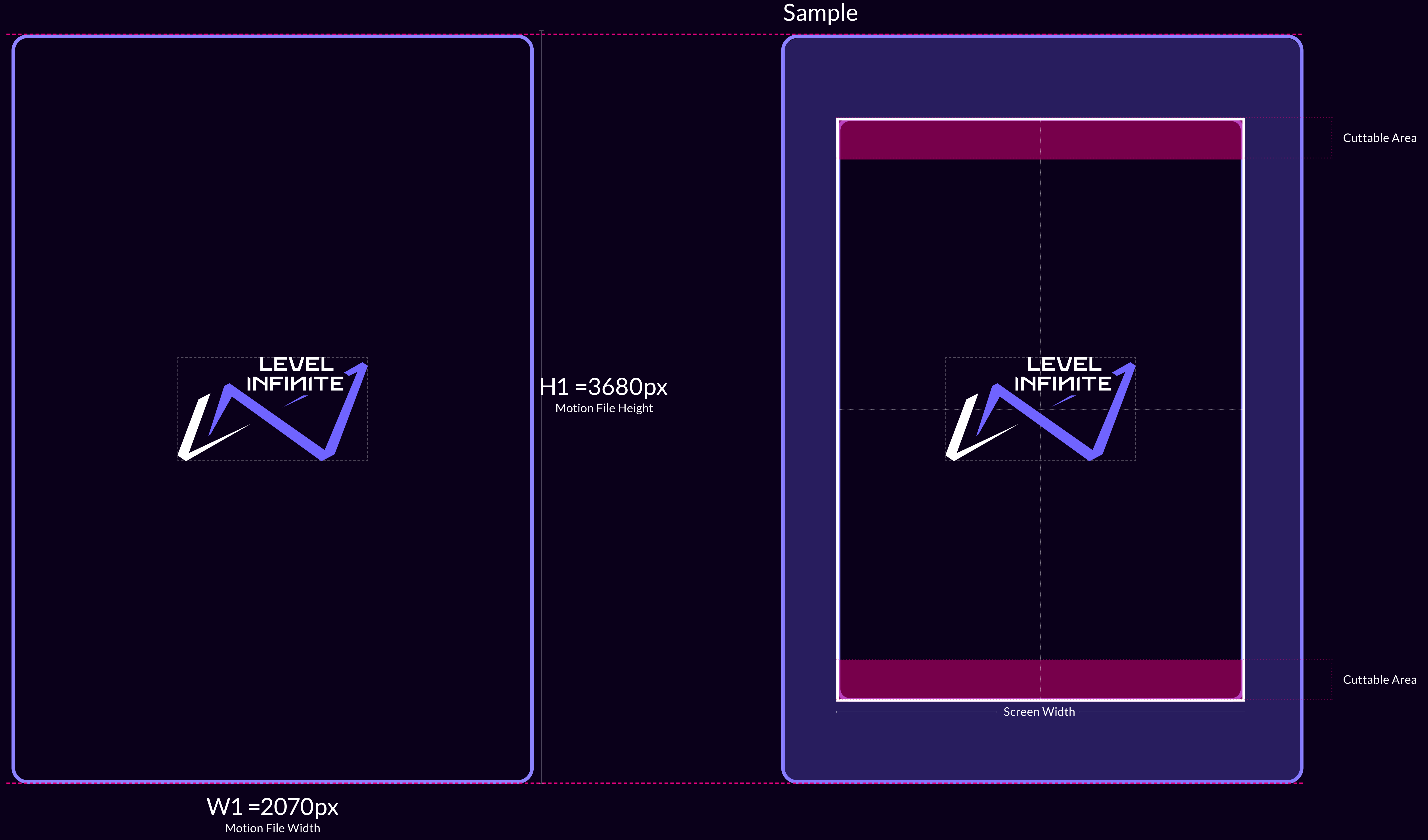
The adaptation of the splash screen is based on the screen height H. Adhere to the following scaling rules:

1. Follow the principle of short-edge fitting and long-edge cutting. Based on the screen width W, the animation file is scaled so that the animation height h1= screen height h, and w / h = w1 / h1;

2. The motion logo is centered in the center of the screen;

3. The upper and lower end areas are cuttable areas, which can be cut according to the proportion of the screen of the device.

Tablet



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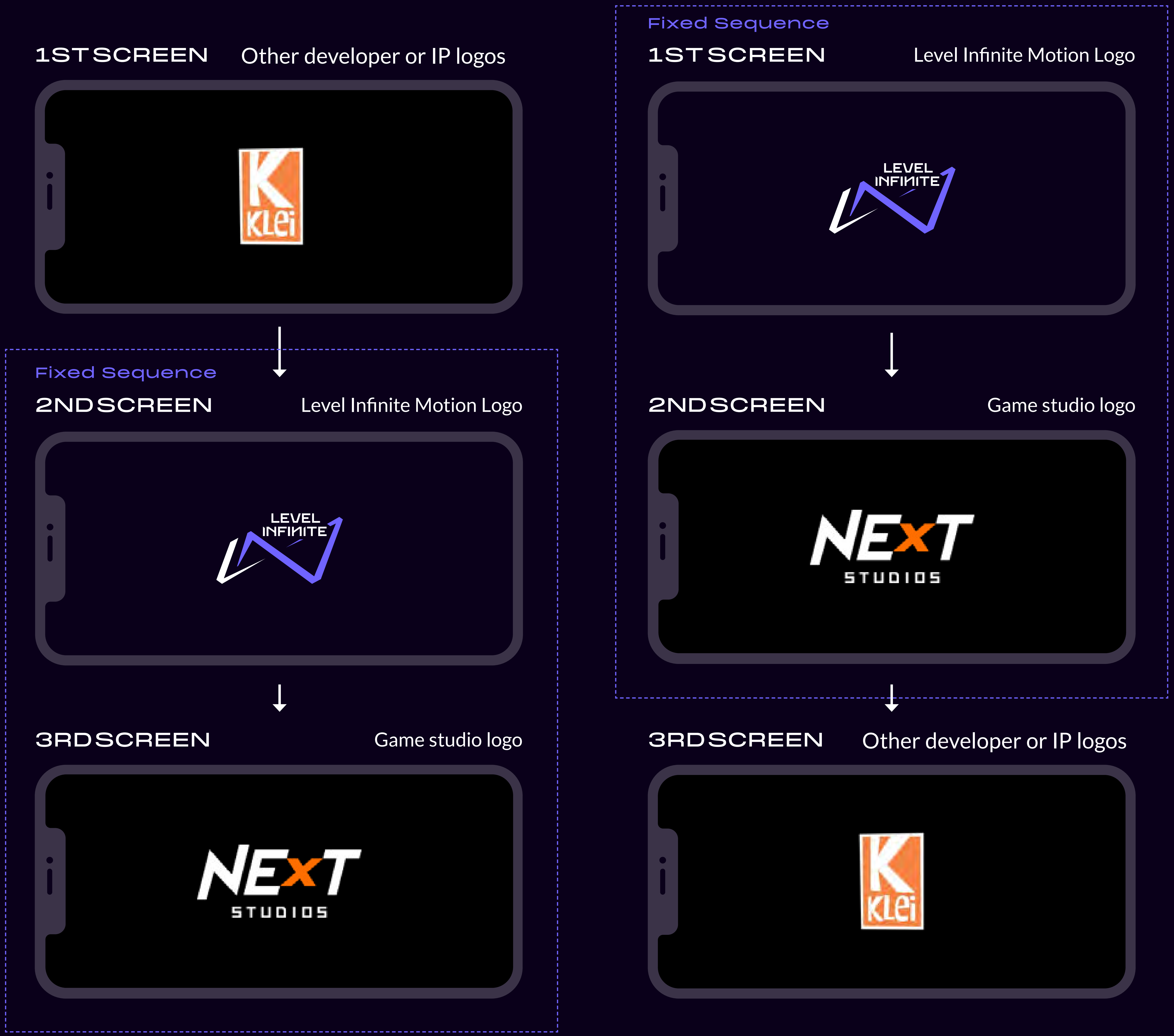
STARTUP SEQUENCE

The startup screen sequence for games published by Level Infinite:

The Level Infinite Motion Logo and the Tencent Games studio logo are a fixed sequence, and other developer or IP logos will be displayed either before or after the fixed sequence.

If there is no Tencent Games studio logo, the Level Infinite Motion Logo can be displayed individually.

*Please use the Level Infinite Motion Logo instead of the static logo.



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USING THE MOTION LOGO IN COMMERCIALS

When using Level Infinite Motion Logo in videos (which would be the case for the videos of games published by Level Infinite), Level Infinite Motion Logo should either be placed before studio/ game logo at the beginning of the video, or after studio/game logo at the end of the video.

Level Infinite Motion Logo should be placed before studio/game logo at the beginning of the video.

Level Infinite Motion Logo should be placed before studio/game logo at the beginning of the video.

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9 APPLICATIONS

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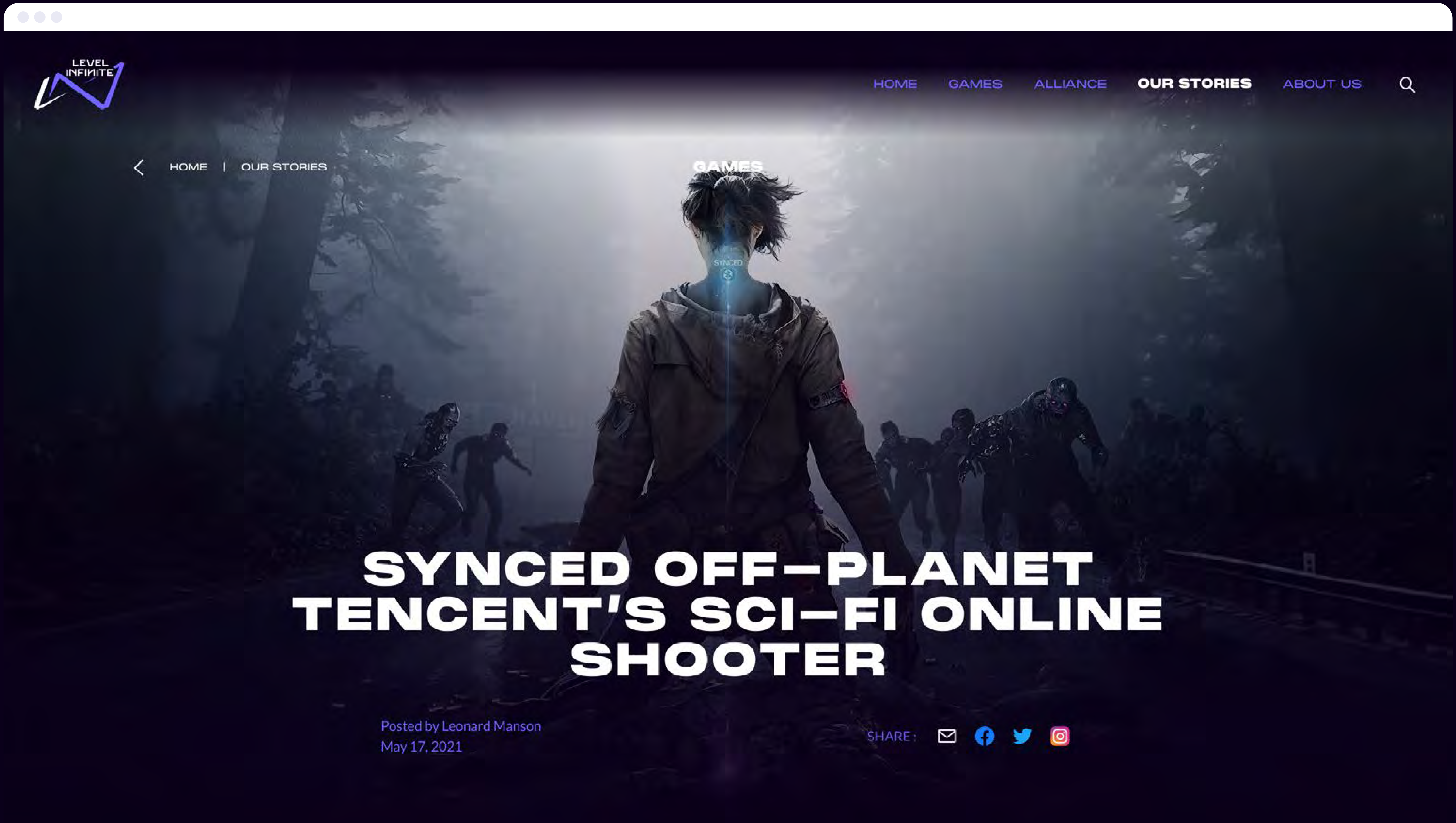

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10 CONTACT

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